

LIFE

A black and white photograph of actress Jeanne Crain. She is shown from the chest up, sitting in a bathtub filled with bubbles. She has a joyful expression, with her mouth open as if blowing a bubble. A large, clear bubble is suspended in the air in front of her, resting on her index finger. Her hair is styled in an updo with a ribbon. The background is dark, making the white bubbles and her face stand out.

JEANNE CRAIN
IN BUBBLE BATH

SEPTEMBER 30, 1946

15 CENTS

YEARLY SUBSCRIPTION \$5.50



Share alike—and love it!

Even the most devoted couple sometimes doubts it, but it *can* be done! The secret's "equal rights"—a double-purpose beauty stand reserved just for you . . . a second basin set aside to give *him* shaving room. And here's a bright idea: both supplies of Cannon towels in the same color—but hers a feminine pattern, his handsomely plain!

Your room needn't be large—nor your means unlimited—to achieve a scheme like this. It's Cannon style that sets the mood. Cannon color that touches the spark. And you *know* how very little lovely Cannon towels cost.

Live with them a while, and you'll learn something else, too. That their soft, fluffy-looped texture really dries you fast. Those gay designs spring fresh as new from the tub—almost forever! Beauty first, yes—but Cannon's wear and stay-smart looks will keep you congratulating many a long year!



Cannon Towels

CANNON SHEETS • STOCKINGS • BLANKETS
CANNON MILLS, INC. • NEW YORK 13, N. Y.

Another Philco Triumph!

PHILCO 1203... another triumph of Philco electronic research... brings
you the most glorious reproduction of radio and recorded music ever
achieved in a table model radio-phonograph. Plays and changes up to
twelve records automatically. Your Philco dealer has it now!

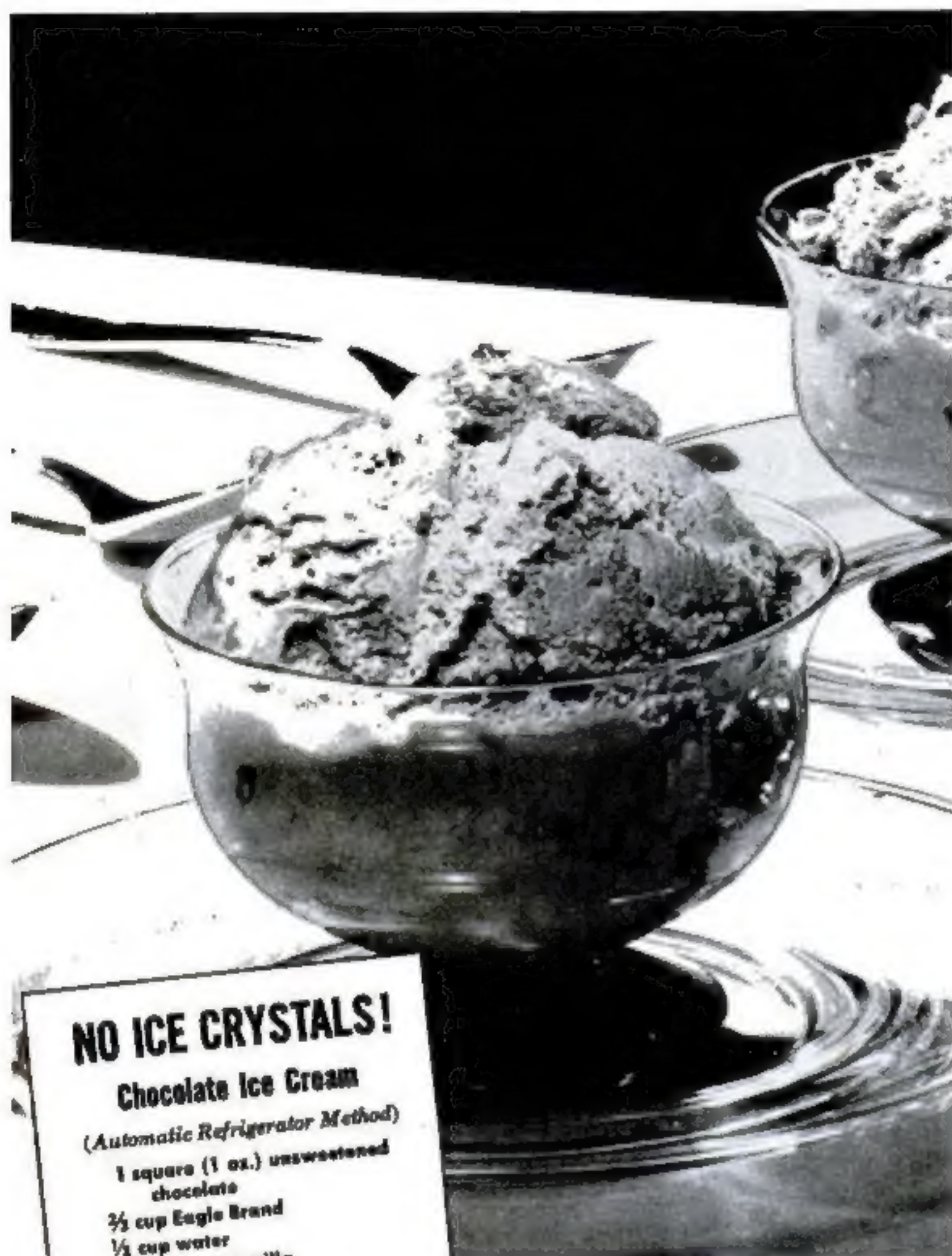
PHILCO

Famous for Quality the World Over



GLORIOUS ICE CREAM

Make it without extra sugar!



NO ICE CRYSTALS!

Chocolate Ice Cream

(Automatic Refrigerator Method)

- 1 square (1 oz.) unsweetened chocolate
- $\frac{3}{4}$ cup Eagle Brand
- $\frac{1}{2}$ cup water
- $\frac{1}{2}$ teaspoon vanilla
- $\frac{1}{2}$ cup chilled cream or evaporated milk

Set refrigerator control at coldest point. Melt chocolate in top of double boiler. Add Eagle Brand Sweetened Condensed Milk and stir over rapidly boiling water 5 minutes or until thick. Add water and mix well. Chill. Add vanilla and cream or evaporated milk. Mix well. Freeze rapidly in freezing unit of refrigerator until half-frozen. Scrape from freezing tray into chilled bowl. Beat until smooth but not melted. Replace in freezing unit. Before completely frozen, beat again until smooth. Finish freezing. Serves 5.

EAGLE BRAND supplies the CREAMY SMOOTHNESS

The secret of magic ice cream, smooth as velvet, lusciously true-flavored, is Eagle Brand! It's a blending of pure whole milk and sugar to almost unbelievably creamy smoothness! This superb blend—nothing artificial—does glorious things to ice creams. And to cookies, frostings, candies, too! Try the easy, foolproof recipes in the Book of Magic Recipes.

FREE! Send post card to Borden's, 350 Madison Avenue, Dept. L-946, New York 17, N. Y.

P.S. Insist on the original Sweetened Condensed Milk, EAGLE BRAND. Made by Borden's, it's got to be good!



HERE'S THE QUICK, EASY, FOOLPROOF RECIPE!

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LIFE'S REPORTS



EX-CONVICT WARD, at 59, is a hard-bitten executive. Behind him in his office hangs a 17th Century Gobelin tapestry from J. P. Morgan's collection.

CONVICTS' CHAMPION

Millionaire Charlie Ward, who served in prison himself, gives hope and jobs to other convicts

by **CARL MYDANS**

Fifteen years ago the most exclusive men's club in St. Paul debated bitterly on the application for membership of Charlie Ward. As president of Brown & Bigelow of St. Paul, the country's leading advertising-specialty firm, Ward was eminently qualified for membership. But he was also an ex-convict.

Many of the club's conservative officers violently opposed accepting Ward as a member. But his application was finally approved and Ward had won another round in his fight to prove to the public at large that an ex-convict is not to be regarded with suspicion for the rest of his life.

Last month a well-dressed, elderly gentleman, a member of the exclusive club, walked into Ward's lavish office. The Brown & Bigelow president boomed, "Sit down and let's have it. You're in trouble."

"It's my son, Mr. Ward. He's coming up for parole at Atlanta next month. He's not a bad boy but he got in with a bad crowd. He needs a job. You're the one person around here who will understand."

"Yeah," Ward said, looking coldly at the man who had led the blackball battle against him years ago, "send him to me as soon as he gets out. We'll teach him to hold his head up."

For Charlie Ward, ex-cowpuncher, ex-border runner, ex-convict and now millionaire president of the \$30,000,000 Brown & Bigelow Company is one of the few people in the U.S. who learned about prisons as an inmate. He has spent the 22 years since his release from Leavenworth talking unashamedly about it and helping those inside to freedom.

Today he has become a legend among convicts. In him lies the hope of each: life again on the outside, a job and someone who will make him feel that he is wanted.

"The cycle of crime and prison is on the increase," says Ward. "It will always be until we learn that rehabilitation cannot be done

CONTINUED ON PAGE 2

How a Larger Vocabulary Can Bring You Quicker Advancement

Why are you more likely to get ahead in life if you acquire a larger vocabulary? And how can you acquire one—in an interesting new way, and in only 15 minutes a day? Here are the answers:

What This Book Will Do For You:

A FEW YEARS AGO a well-known authority, with the co-operation of a faculty-member of a large university, conducted an interesting experiment. He gave certain carefully planned vocabulary-tests to high school freshmen, college freshmen, college graduates, college professors, and major business executives. Here are the results: High School Freshmen, 76 errors; College Freshmen, 42 errors; College Graduates, 27 errors; College Professors, 8 errors; AND MAJOR BUSINESS EXECUTIVES, ONLY 7 ERRORS!



DR. WILFRED FUNK

is the well-known author and lexicographer, for 16 years President of the famous dictionary-making firm of Funk and Wagnalls. His collaborator, Mr. Norman Lewis, is a well-known author of text-books and teacher of English.

In summarizing the results of the experiment (in a 7-page article which appeared in *THE ATLANTIC MONTHLY*) this expert said: "Why do large vocabularies characterize executives and possibly outstanding men and women in other fields? The final answer seems to be that words are the instruments by means of which men and women grasp the thoughts of others and with which they do much of their own thinking. They are the tools of thought."

"The large vocabularies of successful individuals," this authority goes on to say, "come before success rather than after... An exact and extensive vocabulary is an important concomitant of success."

What the Army and Navy Have Found

In both the Army and the Navy a man's rating in his vocabulary-quizzes overshadows any other single test in determining his potentialities as a candidate for officer training. And at Stanford University, to cite another example, it was found that vocabulary tests are 90% as accurate in determining a person's intelligence quotient as any three units of the famous Stanford-Binet I. Q. tests.

Of course, despite what these tests show, it would be an exaggeration to say that just as soon as a person enlarges his vocabulary he hops right into an important executive position; or that the person with a limited vocabulary can never get anywhere in life!

But it would be fair to say that the person who does increase his vocabulary, and learns the exact meanings of the new words he acquires, has a much greater opportunity of advancing himself than the person who does not. In fact, out of a group of 100 young men, also tested by the same previously mentioned authority, all of those who passed in the upper 10% had obtained executive positions 5 years later—while not a single young man of the LOWER 25% had become an executive!

How to Acquire a Larger Vocabulary—in Only 15 Minutes a Day!

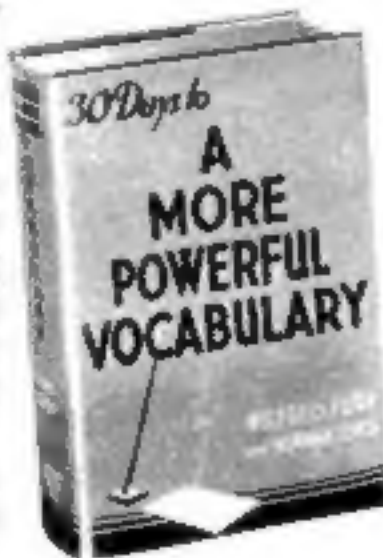
You have probably *always* wanted to increase your vocabulary. But perhaps you have been hoping to find a way to do it that would be interesting and still take only a few minutes a day of your time. If that is the case, then the method you have been seeking has now been discovered FOR you—by the well-known lexicographer, Dr. Wilfred Funk (for 16 years President of the famous dictionary-making firm of Funk and Wagnalls) and his collaborator, Mr. Norman Lewis.

Since this method really makes it fun to learn new words it is no wonder that the new book which tells about it—entitled "*30 Days to a More Powerful Vocabulary*"—has become a NATION-WIDE BEST-SELLER! OVER 225,000 COPIES HAVE ALREADY BEEN SOLD! This book is divided into 30 delightful daily chapters. Each day you spend 15 enjoyable minutes with it—and it does for you, and for your vocabulary, the things you will read about in the 30 little boxes shown here.

You'll Enjoy Yourself With This Book

"*30 Days to a More Powerful Vocabulary*" does many more things than merely add words to your speaking and writing "toolbox." It digs into your present vocabulary, and roots out the mispronunciations you have been making for years. It tells you the intensely interesting stories behind many of our words, so that you'll understand them better, use them more expressively. You will find scores of tests for checking yourself—even a whole section that will make a lively parlor game for your friends!

If you will enjoy yourself with this unique volume for just 15 minutes a day and for just 30 days—you will (as proven by tests) acquire more new and useful words than the average adult does in 25 years.



"I Like This Book Immensely"

In an interesting review written for the *Springfield (Mass.) Union*, Mr. A. L. S. Wood writes:

"This book is really something. It goes at the business of giving you a better command of English in a novel way. You'll master not only a number of words, but use them properly, and improve not only your speech but your thinking."

"The more you know about words the better you will get along. For life depends upon thought; thought must precede action. The clearer our thinking, the more effective our acts. We cannot think clearly unless we think in words."

"I like this book immensely. In 30 days it really would give you a more powerful vocabulary. It will give almost anyone a better understanding of his language, a clearer grasp of its infinite variety, and a greater love for this English language of ours."

EXAMINE IT 5 DAYS FREE

It costs only a postage stamp to have this book delivered to you for FREE EXAMINATION. No money need be sent now. "*30 Days to a More Powerful Vocabulary*" will be sent to you with the understanding that you may keep it for 5 days. If, even in that short time, you do NOT feel that this book offers you the most interesting way to increase your vocabulary you have ever seen or heard of—then simply return the book to us without the slightest obligation. Otherwise, it is yours to keep for only two dollars, plus few cents postage.

Get into this fascinating book without delay—and out of it you'll get the kind of mastery of words that will mean much to you all your life. The number of words you know and can use correctly is the most important single measurement by which others judge your ability. Therefore, a better command of words will not only help you get ahead faster; it will also give you assurance, build your self-confidence, lend color to your personality, increase your popularity. So mail the FREE Examination Coupon at once. WILFRED FUNK, Inc., Dept. V369, 354 Fourth Ave., New York 10, N. Y.

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**"I'm gonna spend
ALL my winnings
on TruVal Shirts!"**

You can say that again, brother—there's nothing that your dough can buy today so well worth the money! TruVal shirts, for dress and sports wear, are cut roomy and generous. The shirt tails are pre-war length again. The fabrics, whether white or patterned, are "good goods"—colors won't fade, collars won't shrink. And say: the prices are way below what you'd expect! Look for the TruVal label—Tru(e)-Val(ue): get it!

TruVal's famous white broadcloth shirt has patented two-in-one collar (looks starched, actually is soft!) Sanforized (won't shrink over 1%).



TruVal's popular Zelan Avi-jack sports coat of water-repellent poplin, lined in fireman's red. Zipper fronts, 2 two-in-one pockets.



TruVal
SHIRTS • PAJAMAS • SPORTSWEAR

Look for this label:
it's a foxy thing to do!

TruVal Manufacturers, Inc., 261 Fifth Ave., New York 16

LIFE'S REPORTS CONTINUED

inside a prison. It must be done on the outside. But society won't dirty its hands with a convict.

"Under the present system a convict who has served one third his time and has been on good behavior comes up for parole. That's when he needs help. That's when someone's got to reach inside the institution and say, 'I'll take that guy. I'll give him a job. I'll see him through.' If no one will do it, the guy's got to stay on the inside. When the gate finally opens he's usually so bitter that he's ready to go out and start all over again. Which means sooner or later he's back inside on a longer stretch.

"Sometimes I look around and I think, 'There by the Grace of God is a guy who's never been in the can.' I tell my boys to keep their heads up and to look 'em in the eye. And if I find one around here who doesn't, I call 'em in here for a few moments and when he leaves, he walks out like he's got a broomstick in his back."

Every month hundreds of men in prison write to Ward. Most are simple, straightforward notes: "I am now coming up for parole and I need a job. I entered here on the charge of embezzlement. Of this I am guilty. What with family troubles I took to drink. This lasted over a period of eight months, and when I regained my senses, I had taken \$4,000 of the firm's money. I was tried and sentenced to five years. . . ."

The men whom Ward helped bring out of prison worship their patron. "Charlie!" says one man who has been out eight years, after doing 18. "I can't put it in words. But I'd die for him. He's the only guy in the world who ever made me feel that I was wanted. I guess my job isn't very important here. But from the day I arrived Charlie has given me the feeling that the plant would close up if I didn't show up for work."

In the past 20 years Brown & Bigelow has sprinkled in among its 4,000 employees more than 200 men and women who have come out of prisons all over the U.S. Some are janitors. Some are skilled workers in the printing and machine industry. Many are white-collar workers. Some are upper-bracket executives.

Nobody but Charlie Ward and one or two of his top people know who they are. Some of them are young, a few past 70. Only two in all these years have "gone bad."

Never neglect a finger jab



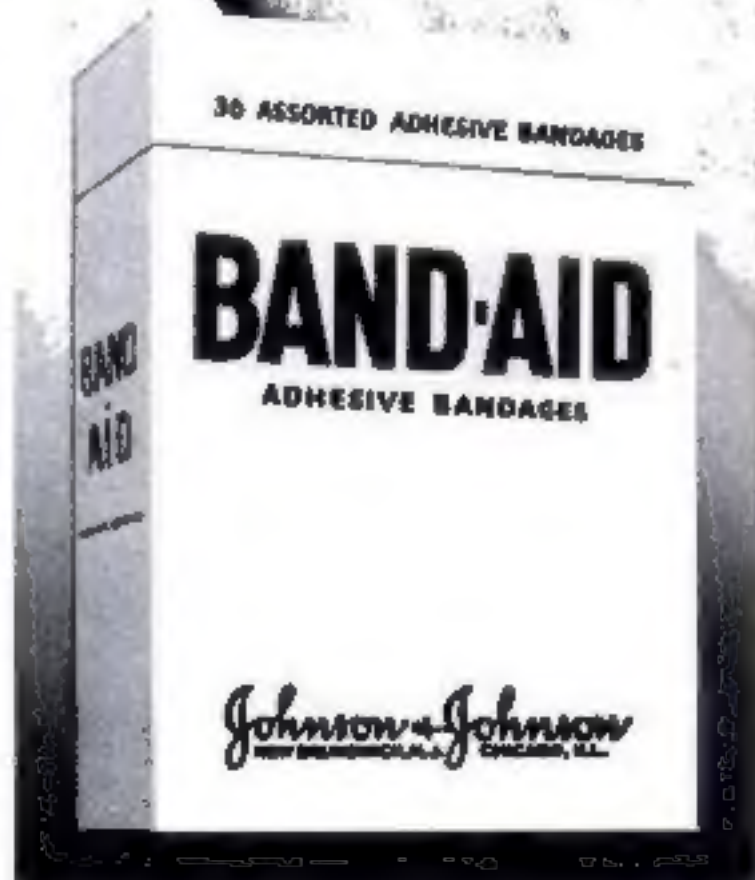
**Any tiny cut can become infected.
Never take a chance!**

Cleanse the cut properly. Then put on a BAND-AID—the Johnson & Johnson adhesive bandage. It comes to you sterile; keeps out dirt; helps prevent infection, avoid irritation.

Four times as many doctors recommend BAND-AID as any other ready-made adhesive bandage. Keep one box at home — one where you work.

*BAND-AID is the Reg. Trade-mark of Johnson & Johnson for its adhesive bandage.

**The quick, easy
way to bandage
a finger jab**



CONTINUED ON PAGE 1

PHILIP MORRIS PRESENTS



2 ENTIRELY DIFFERENT PIPE TOBACCOS!

Try them BOTH... See
which you like best!

Some smokers blend the two!

Here's something new in smokin' pleasure. Delightful flavor. Superb aroma. A smoothness rarely found in popular price blends. Thanks to a great Philip Morris advance—the flavor's *in*... but the 'bite' is *out*! They're the pipe tobaccos you can actually inhale, if you wish. Try BOND STREET or REVELATION. Each is entirely different. See which you like best. Or... blend the two to suit your own taste.



PIPE TOBACCOS YOU CAN INHALE
the flavor's in...the bite is out!

BOND STREET

Contains a genuine and very different aromatic mixture never before used in popular-price blends. Here is tobacco with wonderful flavor and aroma, even non-smokers approve. Smooth, cool and clean-burning.

REVELATION

One of the world's most perfectly balanced blends. A magnificent "flavor-blend" of five different, superb tobaccos... cut five different ways; smokes clean, cool and even—every puff a pleasure.

FINEST QUALITY—AT A POPULAR PRICE!

PROVE IT IN YOUR PIPE! Laboratory measurement of the irritation in the smoke, indicates that the average of six other leading popular pipe tobaccos is over three times as irritating as REVELATION. Cool, clean-smoking BOND STREET also gives you this important Philip Morris advantage.

Back Again in TINS

Pocket Size—8 Ounces—16 Ounces

PHILIP MORRIS & CO.

Dedicated to the Production of Fine Tobacco Products

This One



X3NE-TNZ-AD9R

The party's bound to be good

when guests get the compliment
of Tavern Candlelight!



Candles appear at all the best parties, of course! But be sure yours are well-mannered Tavern Candles... that won't flicker, fume, or drip wax on your pretty tablecloths or furniture.

Dripless Tavern Candles are hand-dipped, at least 30 times, by skilled craftsmen in Socony-Vacuum's Candlecraft Studios. So they burn cleanly, in a deep cup shape that holds melted wax, helps keep it from dripping.

What's more, not one, but a variety of specially selected waxes are used in Tavern Candles. Another reason why they give such an even, flattering glow!

Light up your next party with Tavern Candles! You'll find them in many room-scheme colors and decorator lengths.



Star Tavern, Rusper, England

TAVERN CANDLES
Dripless



MADE BY THE MAKERS OF TAVERN HOME PRODUCTS

LIFE'S REPORTS CONTINUED

One was a girl who had come out of Tehachapi, the San Quentin for women, who worked faithfully for a year and a half and then slipped back into crime. The other was a man Ward brought out of Atlanta after he had served eight years of his term. Several months later he ran into the police on a burglary charge. He was returned to Atlanta. He is coming up for parole again in a few weeks and Ward has agreed to take him back for a second time: "We know he's learned his lesson," says Ward. "He's no risk."

Brown & Bigelow is best known as a calendar house but it also manufactures playing cards, letter openers, ash trays, billfolds and memo pads. Last year, exclusive of its war-production work, it did a \$21,000,000 business.

In 1923 Herbert Bigelow, president of the company, ran afoul of the government. A niggardly man despite his great wealth, he was charged with federal-tax evasion. He pleaded guilty to the charge and was sent to Leavenworth, where Charlie Ward met him.

Charlie Ward, born in Seattle, was brought up in near poverty. He sold papers, shined shoes, ran errands for toughs who hung around saloons. He became a vagabond, crossed the Pacific several times on freighters, was a saloon flunky in Alaska, a mercenary with Pancho Villa. In 1919, in El Paso, he was arrested on a narcotics charge, sent to Leavenworth where his cellmate for a time was Bigelow.

When Bigelow returned to the presidency of his company, he kept a job waiting for Ward who left prison in 1924. In a few years Ward was Bigelow's right-hand man. In 1933 Bigelow sent one of his top salesmen off on a long trip and took the salesman's wife up to his hunting lodge. The canoe in which they were paddling overturned and they were both lost.

Charlie Ward became president of Brown & Bigelow and inherited one third of Bigelow's estate, more than \$1,000,000. He also inherited a \$250,000 company deficit. Every year since, Brown & Bigelow has shown a profit.

At 59 Charlie Ward stands six feet, has a wrestler's neck, a huge chest, weighs 190 pounds. He owns a large ranch near Rimrock, Ariz. To get there he recently bought a C-54. His home is a farm near Hudson, Wis. where he lives with his wife Yvette and his three



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CONTINUED ON PAGE 1



HARSH, OTTAWA

José Iturbi PLAYS THE MOST FAMOUS CHOPIN POLONAISE

Always a favorite, Chopin's *Polonaise in A Flat* has soared to a new peak of popularity. Hear it in all its thrilling grandeur, as played by the great Iturbi. Stormy... bursting with emotional tension... this is a breath-taking

performance! As you follow Iturbi's racing fingers, you will feel that Chopin himself must have played it this way. Ask your dealer for RCA Victor Red Seal Record 11-8848. The suggested list price is \$1.00, exclusive of taxes.



THE WORLD'S GREATEST ARTISTS ARE ON **RCA VICTOR RECORDS**  

ARE YOU
SURE OF YOUR
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DEODORANT?
TEST IT!
THEN TRY **FRESH**.

SEE WHY
MORE WOMEN
ARE SWITCHING
TO **FRESH**
THAN TO
ANY OTHER
DEODORANT!

Be lovely to love

Make the famous Fresh test. Put your present deodorant under one arm. Put **Fresh**, the new cream deodorant, under the other arm.

See which stops perspiration - prevents odor better.

Fresh contains the most effective perspiration-stopping ingredient known to science. **Fresh** stays smooth...doesn't dry out in the jar.



LIFE'S REPORTS CONTINUED

children, Vida, 3, Kiki, 5, Charlene, 13, and 14 dogs.

In his 30x30-foot St. Paul office Ward likes to introduce the men he has brought out of prison. "Send in Jim Jones," he shouts, and a mild, tall fellow, middle-aged, with gold-rimmed glasses, comes in. He looks like a banker. "See this guy," says Ward. "I picked him up four years ago after he came out of the can. He made one little mistake and nobody would have him. He was going to blow his brains out. I took him in. Now he makes \$10,000 a year and he hasn't started yet." Jones is confused by the suddenness of the revelation and he looks to Ward. "It's all right, Jim. This is a story that's got to be told. This is part of the thing we've been fighting all these years."

Perhaps the most outstanding case of Ward's "rehabilitation," however, is "Red" Rudensky. Today he sits in a huge office in Brown & Bigelow writing "some of the best advertising copy in the country." But he has been there only two years. Before that, almost since he can remember, he's been in prison. He went in first on a delinquency charge when he was 9 years old. He moved from one reformatory to another until his years made him eligible for prisons. He was good at escaping from jail but not good at freedom. On each escape he stepped up into the crime world, until he was running with gangs in Chicago, St. Louis and Kansas City. "On each new arrest," says Rudensky, "they tacked years onto my sentence."

Finally a warden put him to work editing a new prison magazine at Atlanta. Rudensky did a good job. He soon began to get letters from other convicts and wardens. Eleanor Roosevelt and Margaret Mitchell wrote to him.

Rudensky had met Ward in Leavenworth. "I was in solitary for another escape. One morning someone comes up to my cell and it's Charlie. He says, 'Red, I'm going out today. Keep your chin up, kid, I'll not forget you.' He never has. For years he never missed sending me a letter a week. In the years that followed I had one tiny beam of light and Charlie was it."

Twenty years later, in 1944, after 33 years in prison, Rudensky met Ward again at Brown & Bigelow. "He stood there big as life with his coat off and his hand out," Rudensky says. "'Well,' he said, 'you're here, Red. This is for life.'"

Hello, Old Pal



The last time he saw 'CHAP STICK' was in his service kit overseas. A friend in war—a friend in peace, 'CHAP STICK' keeps lips fit. 'CHAP STICK' for chapped, cracked lips

Don't forget my 'Chap Stick'



Susie's 'CHAP STICK' is as personal as her toothbrush—and just about as important when wind and weather chap those tender lips. 'CHAP STICK' for every one in the family

Smoker's Lips



For a happier smoke give those dry lips the once over with 'CHAP STICK'. So handy and easy to apply. 'CHAP STICK' for dry lips



During the war, 'CHAP STICK' served our fighting men the world over. It was the favored lip reparative when sleet and snow or broiling sun made lips chapped or parched. For young and old—in every walk of life—'CHAP STICK' is the friend in need after exposure to sun, wind and weather.



More OF EVERYTHING YOU WANT WITH Mercury

Women judge a car mostly on its beauty, comfort, safety, ease of handling, and its perfection of detail. To men—power, performance, economy and how it's put together are most important. Little wonder then, why so many men and women both agree that Mercury is the buy of the year. For whatever you personally want in a car, you'll find *more of it in Mercury*.

MERCURY—DIVISION OF FORD MOTOR COMPANY



MORE ROOMY COMFORT

Seats six, yet it has the smartness of a coupe. Wide doors and seats that pivot in make it easy to get in or out. (That cheerful, two-tone interior comes in a choice of colors.)



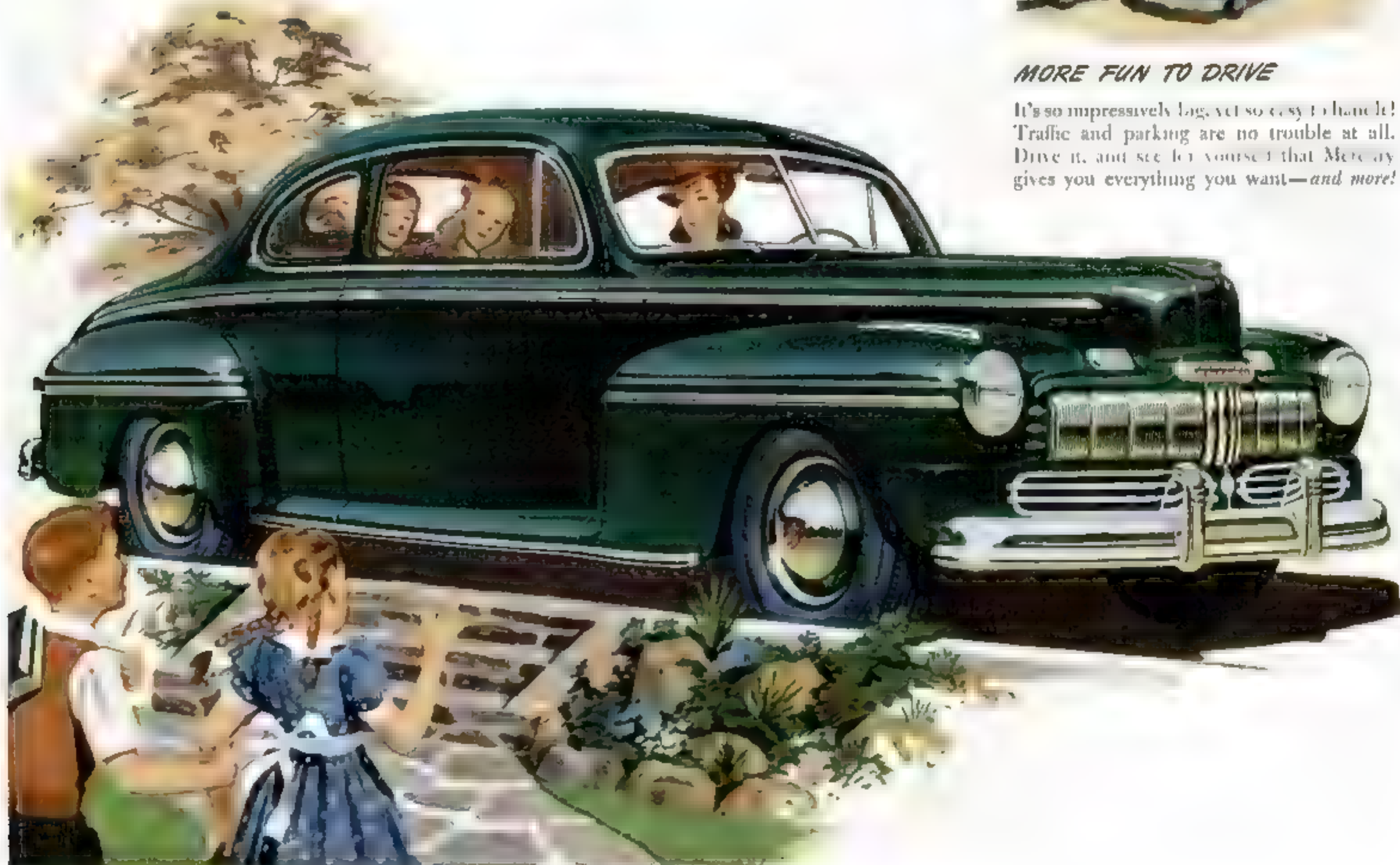
MORE VISION- SAFETY

No straining to see over the hood... full visibility. And those oversize hydraulic brakes could stop a car twice its weight, so that you are the master of emergencies anywhere.



MORE FUN TO DRIVE

It's so impressively big, yet so easy to handle! Traffic and parking are no trouble at all. Drive it, and see for yourself that Mercury gives you everything you want—and more!



start right out
with the best



Whether it's your first cleaner or you've had cleaners before, let your nearest dealer be the "stork" who brings you a beautiful new Hoover. More than 6,000,000 already have purchased the Hoover Cleaner. Now it's your turn to start saving rugs, brightening colors, and enjoying this faster, easier cleaning.

And those easy cleaning tools! "Click"—and they're in.

If you're one of the many who've been wanting, and waiting for, the new Hoover, you'll be glad you did. Make a date with your dealer now to see the new Hoover Cleaner.



THE HOOVER

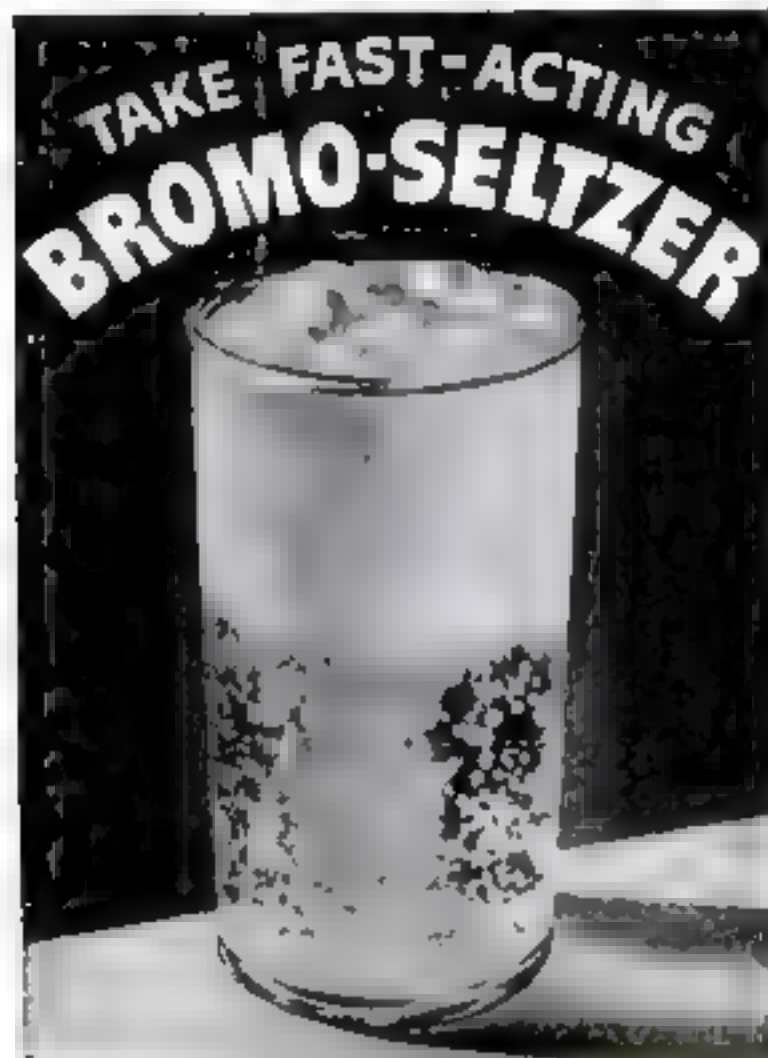
IT BEATS • AS IT SWEEPS • AS IT CLEANS

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HAMILTON, ONTARIO, CANADA

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HEADACHE



What joy to get headache help fast! So next time headache strikes, take Bromo-Seltzer right away! Bromo-Seltzer fights ordinary headache these three ways:

1. Helps relieve headache pain
2. Helps relieve upset stomach
3. Helps quiet jumpy nerves

which may team up to cause trouble.

Easy to take: Simply put teaspoonful in a glass and add water. No waiting. Bromo-Seltzer effervesces with split-second action. Tastes pleasant, too. Caution: Use only as directed.

Get Bromo-Seltzer at your drugstore counter or fountain today. Compounded in four convenient home sizes by registered pharmacists.

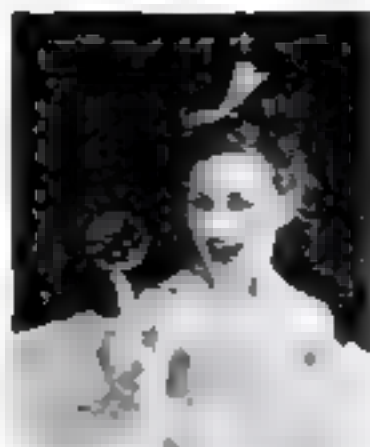


For **FAST** headache relief
BROMO-SELTZER

A PRODUCT OF EMERSON DRUG COMPANY SINCE 1867

LIFE

EDITOR-IN-CHIEF Harry R. Luce
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EDITORIAL DIRECTOR John Shaw Billings



LIFE'S COVER

Jeanne Crain shown in a bubble bath on pp. 12 to 14 is one of Hollywood's most talented young stars. Her next film is *Maryn*.

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EXECUTIVE EDITOR

Wison Hicks

ASSISTANT MANAGING EDITORS

Joseph J. Thorndike Jr.

Edward K. Thompson

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John K. Jansup (Editorial), Robert

Coughlan (Articles), Joseph Hastner

(Text), Bernice Hristic (Research)

SENIOR WRITERS

Noel F. Busch, John Chamberlain,

Charles J. V. Murphy, Winthrop Sargeant

WRITERS: Ernest C. Havemann (National

Affairs), William Walton (Foreign Affairs),

Julian Bach, Lincoln Barnett, Herbert

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Allan McNab, Margit Varga (Art Direc-

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Special-effects man pumps extra hellum into Jeanne Crain's bubble bath as electrician who runs fans squats on catwalk



SUDS RESULT FROM SOAP CHIPS AND WATER INFLATED BY HELIUM



GLYCERINE MAKES THE BUBBLES TOUGH AND LONG-LASTING

SPEAKING OF PICTURES...

... SCIENCE PUTS OOMPH INTO JEANNE CRAIN'S BUBBLE BATH

When playing a lovesick teen-ager in 20th Century-Fox's forthcoming *Margie*, Jeanne Crain decides to take a pre-dance bubble bath because "it intoxicates men with its exotic fragrance." Since any Hollywood screen bath requires, by tradition, only slightly less production effort than a re-enactment of the Battle of Gettysburg, this remark was bound to lead to something. The result is shown on these pages.

As a first step, engineers were called upon to put some special oomph into Jeanne Crain's suds. Her bathtub was first filled with a little water and a lot of soap flakes. This mixture was then blown up into a foamy mass by helium artfully piped in through the drain. The bubbles which float aimlessly around the picture on opposite page were made by a specially designed machine which could blow 250 per second

out of a mixture of soap and glycerine. They were kept moving by a battery of electric fans strategically stationed around the set. In the climactic hour, as Miss Crain emoted daintily from her tub, the small army of technicians present agreed that this was a scrubbing sensational enough to make Claudette Colbert's historic 1932 milk bath in *The Sign of the Cross* look like Saturday night along Tobacco Road.

IN "MARGIE" JEANNE CRAIN PLAYS A GIRL WHO DECIDES TO TAKE A BUBBLE BATH IN PREPARATION FOR AN IMPORTANT DANCE



When you need it most,



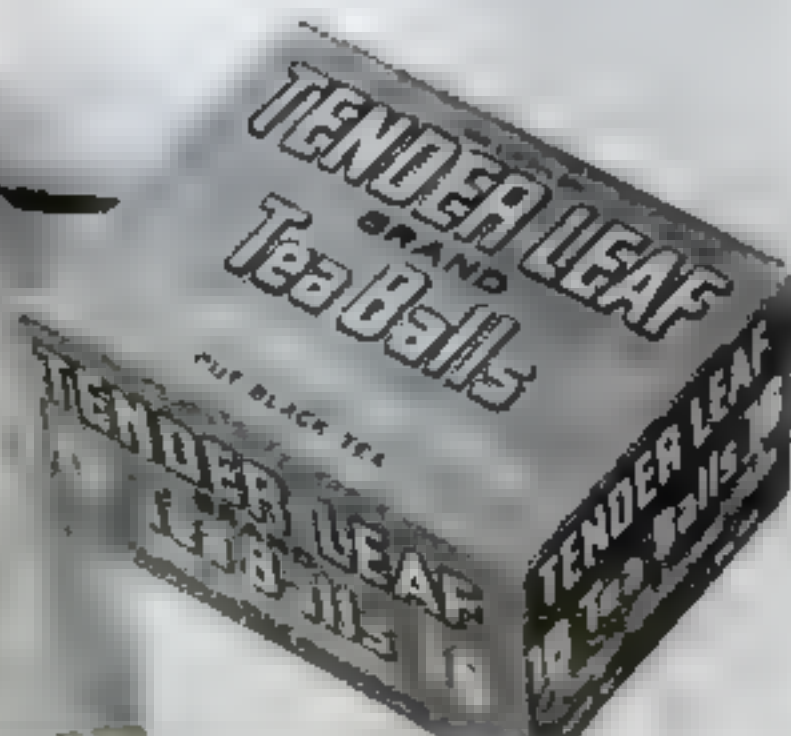
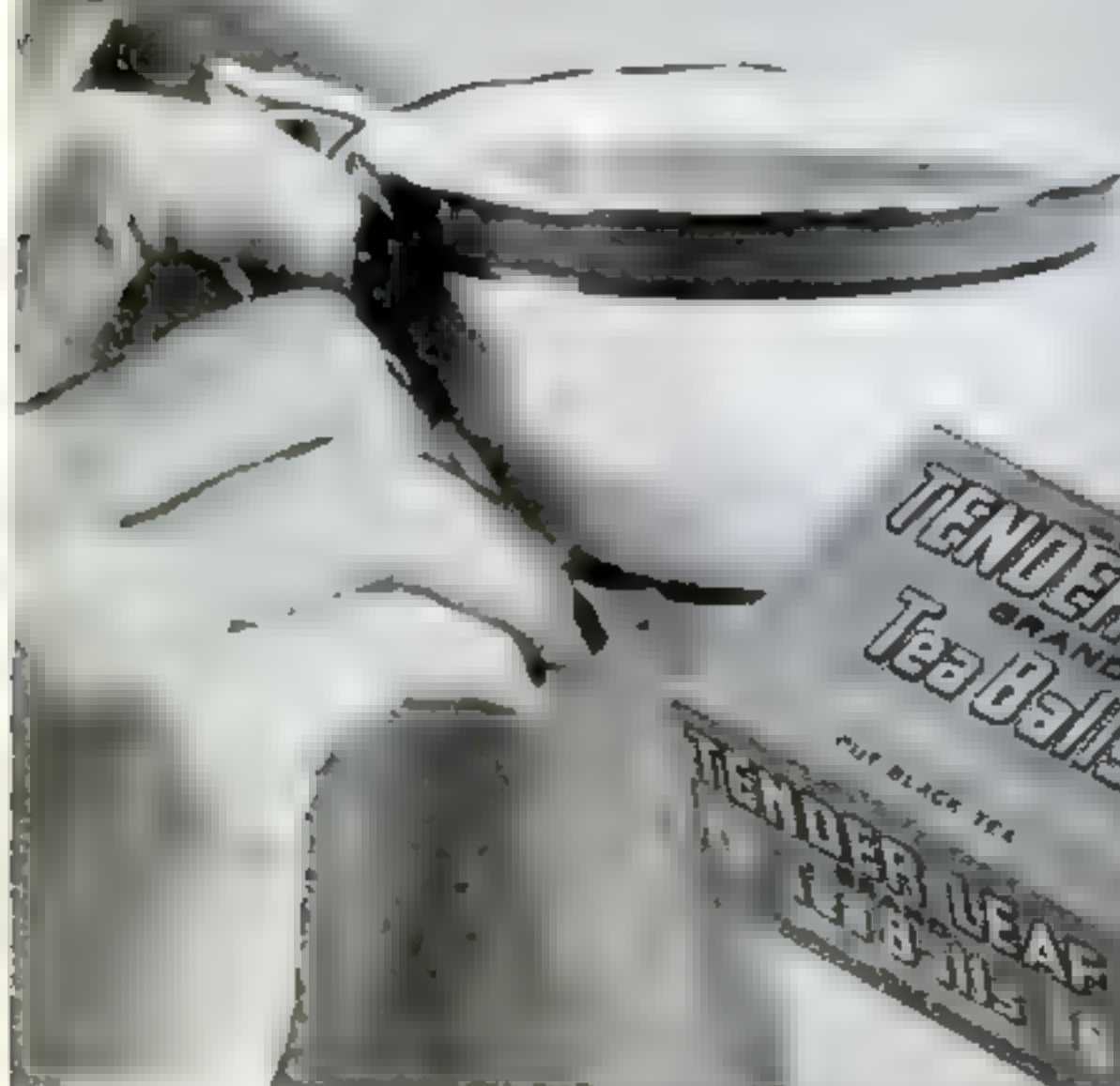
...there's Quick Comfort

in a cup of



**TENDER
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TEA**

Got your hands full?
Tired and out of sorts?
Pop a Tender Leaf Brand
Tea Ball into a cup and zip
in some boiling water!
Here's quick comfort...
here's tea at its finest...
rich, fragrant, famous for
flavor! At your grocer's,
in packages and filter-
type tea balls.



Fred Allen's back... Sunday nights, 8:30 E. T., over the NBC Network immediately following the Edgar Bergen-Charlie McCarthy Show. (Just stay tuned to the same station.)

SPEAKING OF PICTURES

CONTINUED



JEANNE CRAIN has mostly acted in folksy movies like *State Fair* and *Centennial Summer*. has never before appeared on screen in a bathtub. She is 21.

THERE'S

AN

ANGEL

ON

HIS

SHOULDER...

A mightier
Muni
than you saw in "Scarface"
more sensational than
in "I Am a Fugitive"
more memorable
than his Academy-Award
winning "Louis Pasteur!"

No girl on earth ever
knew stranger men than
Eddie and Nick...whose
twice-in-a-lifetime ad-
ventures are out of this
world...or any other!

BUT

THE

DEVIL'S

IN HIS

HEART!

CHARLES R. ROGERS presents

PAUL MUNI • ANNE BAXTER
CLAUDE RAINS

in

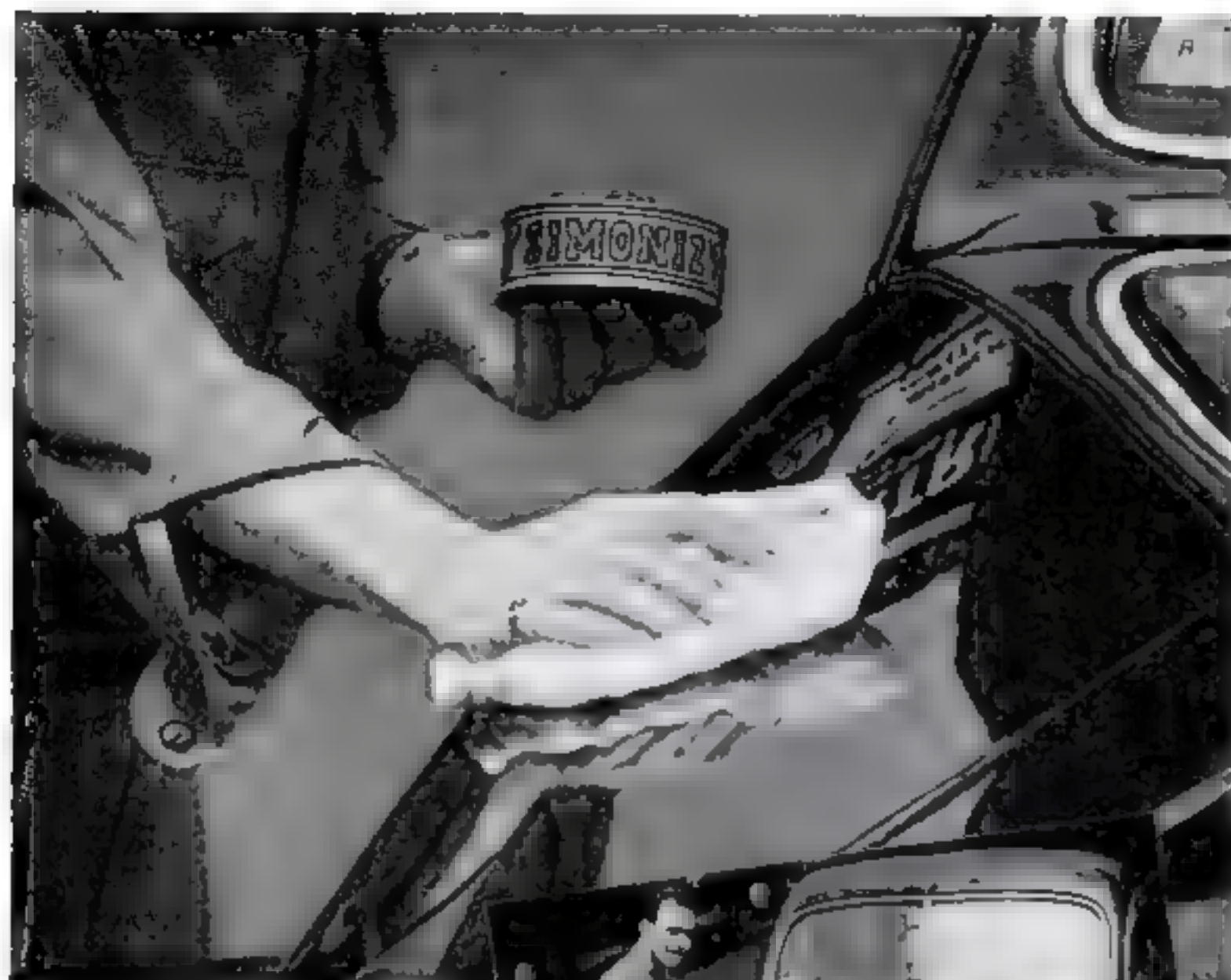
"Angel On My Shoulder"

with ONSLOW STEVENS • GEORGE CLEVELAND • ERSKINE SANFORD

Associate Producer DAVID W. SIEGEL • Original Story by Harry Segall • Screen Play by Harry Segall and Roland Kibbee

Music Composed and Directed by Dimitri Tiomkin • Produced by CHARLES R. ROGERS • Directed by ARCHIE MAYO • Released thru United Artists





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LETTERS TO THE EDITORS

CHINA'S CRISIS

Sirs:

The fine editorial, "China's Crisis," by Dr. Henry Van Dusen (LIFE, Sept. 2) is indeed a masterly summing-up of the critical situation confronting the U. S. on her westernmost frontier. Danger from the East did not die when the atomic bombs fell on Japan.

America must, as Dr. Van Dusen so ably points out, be alert to the fact that her "most important strategic frontier is not on the Rhine or the Elbe or at the Dardanelles. It is on the borderline of Soviet-American confrontation in northern China." And, I would add, in my tragically divided homeland of Korea.

You deserve great credit for your courage in the consistent facing of facts even when they are contrary to the wishful thinking of the moment. You have indeed been leaders of thought, and it is only as the people realize the danger that a 'strong enough stand can be taken to avert open warfare.

JAMES S. SHINN, M.D.
Field Director General

Korean-American Council
Washington, D.C.

ZIPPER FLEET

Sirs:

The picture showing 16 precious carriers stored in close formation at Boston (LIFE, Sept. 9) offers an interesting commentary on the type of mind that controls our Navy. Even after Pearl Harbor and four years of war it has not grasped the principle of dispersal as a defense against surprise aerial attack.

F. D. WHITTELEY
Battle Creek, Mich.

● The Navy's explanation: the carriers at Boston are part of the Navy's inactive 16th and 19th Fleets, which are spread over 4,500

CONTINUED ON PAGE 12

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LIFE
September 30, 1946

Vol. 21
Number 14

IT'S GOT THAT
"ZING"

THAT CERTAIN
"THING"

THAT
THRILLING THING
CALLED FLAVOR!

● Hot Dan's sandwich is quick, different, delicious. Spread one slice of bread with French's Mustard, the other with peanut butter, and put the 2 slices together. Fine for hearty appetites!

A blend of the finest spices and mustard seed money can buy!

Largest Selling Prepared Mustard in U.S.A. Today
Also made in Canada

**bring
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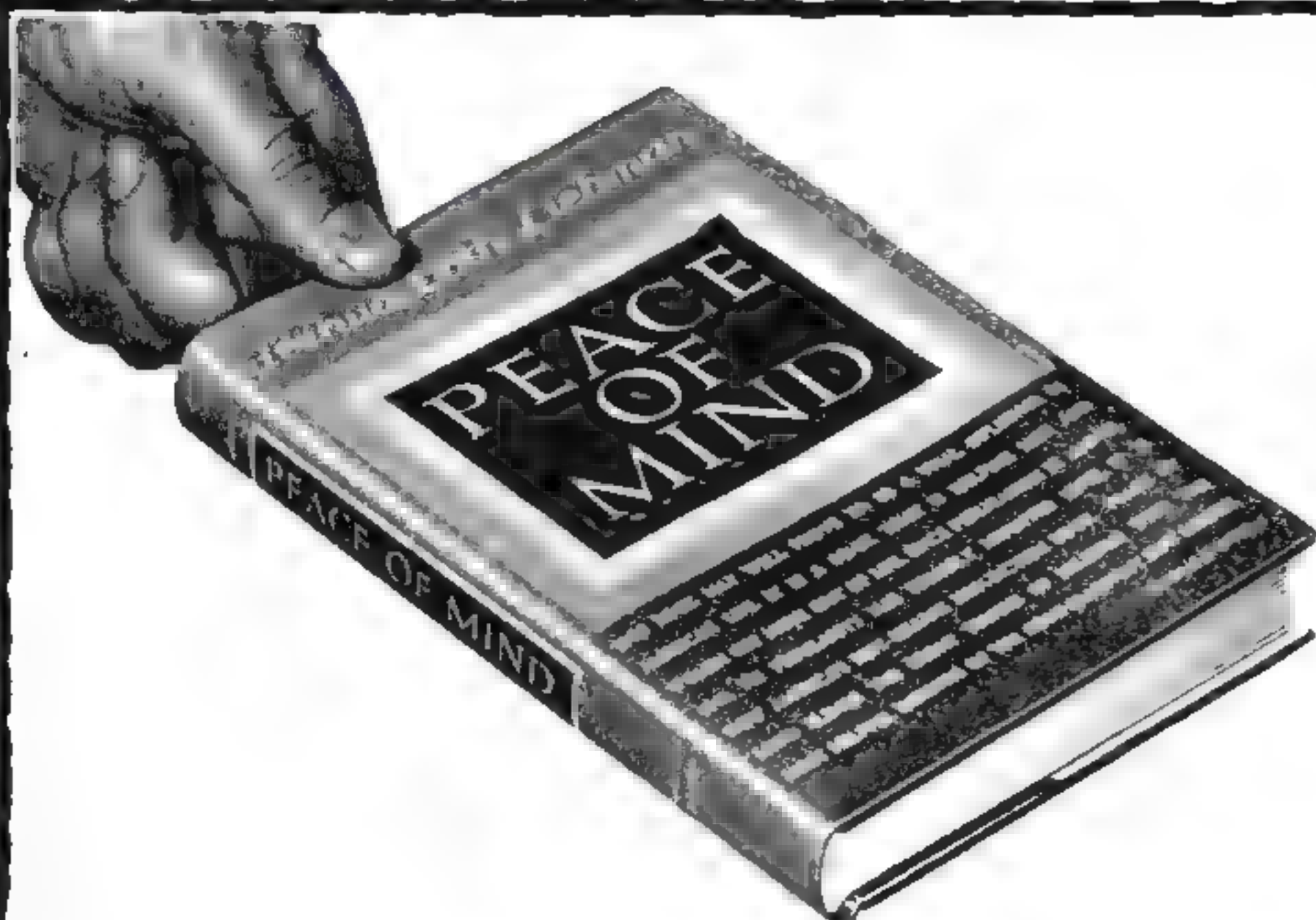
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B. BLUMENTHAL & CO., Inc., 1372-82 Broadway, N.Y. 19, N.Y.



This New Best Seller will help you find the happiness you have always sought

ONCE, says the author of this book, I undertook to draw up a catalog of the acknowledged "goods" of life. As other men sometimes tabulate lists of properties they own or would like to own, I set down my inventory of earthly desirables: health, love, beauty, power, riches and fame.

The inventory was completed, I proudly showed it to a wise elder who had been the mentor and spiritual model of my youth. "This," I told him confidently, "is the sum of mortal goods. Could a man possess them all, he would be as a god."

"An excellent list," my friend said, pondering it thoughtfully. "But it appears, my young friend, that you have omitted the most important element of all. You have forgotten the one ingredient lacking which each possession becomes a hideous torment, and your list as a whole an intolerable burden." With a pencil stub he crossed out my entire schedule. Then, having demolished my adolescent dream structure at a single stroke, he wrote down three syllables: peace of mind.

DO YOU WANT PEACE OF MIND?

For a score of years Dr. Liebman sought ways

of achieving—and passing on to others—that precious ingredient of happiness. His new, best-selling book, *PEACE OF MIND*, is the result of his devotion to this task.

Just as though you were sitting in his study, Dr. Liebman talks to you about yourself in this book. He tells you how to look into your own soul and mind, and how to understand your problems; what to do about your conscience; why you should learn to love yourself instead of continually criticizing yourself; how fear can make you do things you wish you hadn't; how to handle grief in your own life, or in the lives of those dear to you; what to do about your religion; how to use both religion and psychology to build a happy life.

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We can guarantee you will like this book. Send the coupon. Read the book—keep it for ten days, and if it does not help you, please return it to us for a full refund of the purchase price.

Seldom has a book been so enthusiastically hailed by Experts and Readers alike...

Dr. Edwin A. Burt, Cornell University, comments: "What a timely book! To some it will bring peace of mind; to many others it will reveal the foot of the ladder at whose top peace of mind will be found."

Dr. Gordon Willard Allport, Harvard University, says: "Dr. Liebman shatters the long-standing myth that religion and psychology are necessary antagonists. With eloquence he proves that they converge upon a single goal—the enhancement of man's peace of mind."

The Chicago Tribune, says:

"the book of the year to date; one that will be re-read many times with increasing profit. If you have ever been beset with fears or doubts, frustrations or feelings of insecurity—in other words, if you're just

plain normal with the usual inner conflicts—this book will be tremendously helpful to you."

Rabbi Milton Steinberg of the Park Avenue Synagogue, New York, writes:

"Rabbi Liebman writes wisely, eloquently, and compassionately on the inmost conflicts of man's heart."

Dr. Smiley Blanton, Vanderbilt University Medical School, writes:

"Peace of Mind is a wise, penetrating, stimulating book. The author shows the contribution that modern psychiatry can make to the religious teacher; and emphasizes anew that no peace, individual or national, is possible until man's primitive nature is understood and harnessed to socially useful ends."

This remarkable book will show you:

How To Tell What You Really Want Out of Life

The real goals in life. How to be sure you don't sacrifice them for immediate ends. How to plan and develop a sane approach to enriched living.

Two Ways To Find Your Inner Self

Attainment of free will through personal faith. The role of confession. Religion and Freud.

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Conscience—as the stern repression of sensual thoughts and impulses—is responsible for much of our grief, illness, and anxiety. Dr. Liebman explains the proper, healthy role of conscience.

The Importance of True Self-Respect and How To Accomplish It

Why you should learn to respect rather than dislike, discredit, or distrust yourself. Inferiority and superiority complexes. The vital role of self-love.

Why You Must Love Others

Why loving your neighbor does you as much good as it does your neighbor. A frank discussion of love as a basic factor in human happiness.

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Those almost impossible barriers to successful life, neurotic fear and fear of yourself. A 3-point plan for defeating fear and attaining true mental security.

How To Conquer Grief

Three specific laws for governing grief. An invaluable aid to the newly bereaved. An important part of any personal philosophy.

The Problem of Death — How To Face It Courageously

A matter-of-fact discussion of the problem of facing eventual death. How an understanding of the problem can forestall that inevitable day.

How Real Faith Can Soothe Your Mind

If you strongly doubt or deny the existence of God—you may be obstructing true happiness. A positive attitude of mind which may bring you great satisfaction and contentment.

Seven Personal Rules For Attaining Peace of Mind

A concrete and practical plan for personal freedom. Freedom of will and desire. A mature personal credo for mature people.

Read this book. Return it in ten days for complete refund if it in any way fails to meet your highest expectations.

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By Joshua Loth Liebman • SIMON AND SCHUSTER • PUBLISHERS

Cumberland Blue



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**NOR-EAST*
NON-CRUSH*
TIES**



Crush it!... Twist it!... Knot it!... Not a Wrinkle!



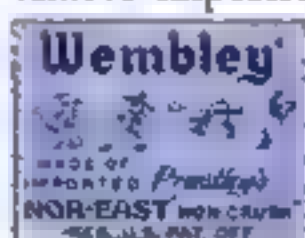
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To harmonize with your fall suit of blue or gray—here's Cumberland Blue—the latest color created by Wembley, a trustworthy name in men's wear. The famous imported Nor-East Non-Crush fabric wears faithfully—holding its shape and helping you look your best.

There are seldom enough Wembley Nor-East Ties to fill the demand. However, Cumberland Blue is also available in Wembley's all-wool Murrytown fabric.

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AT BETTER STORES EVERYWHERE

LETTERS TO THE EDITORS

CONTINUED

miles of the east coast and the Gulf of Mexico; any single attack at one point would not greatly reduce the Navy's strength.—ED.

Sirs:

In your story concerning the inactive fleets of the Navy you state, "All the upper fleet's ships could be unzipped in 10 to 30 days, making it very nearly as potent a strategic weapon as a fleet with steam up." That is perpetuating a dangerous fallacy which has become current and which it appears impossible to correct.

Actually the Navy estimates that inactive ships could be prepared for sea within 10 to 30 days after a complete complement of fully trained officers and men are on board. The factors of personnel computation are too intricate to go into here. However the most wildly optimistic hope would be a year to put fully trained complements on the inactive ships, and a more reasonable but still hopeful estimate is a year and a half.

Not by the widest stretch are the inactive fleets "nearly as potent a strategic weapon as a fleet with steam up."

CEDRIC WORTH
Commander, USNR (Inactive)
Washington, D.C.

THE "NATCH"

Sirs:

Did Partner Fred smite Partner John's skull a mighty blow, thus opening his temporal ridge, from which crevice sprang forth the "Natch"



(LIFE, Sept. 9)? Or did he conceive his newest creation from a discarded rattlesnake skin or a worn-out inner tube?

Frankly, the best employment of the Natch would be draped tourniquet-style about the neck of Designer John

RODNEY JOHNSON
Rockford, Ill.

EASIER HOUSEKEEPING

Sirs:

Thanks for the simpler way to make beds in your story "Easier Housekeeping" (LIFE, Sept. 9). Have followed instructions carefully. Please advise what to do for sacrospin condition resulting

MADE KLEMPNER
New York, N.Y.

Sirs:

I read your housekeeping article with keen interest. But there is one fact about kitchens that lots of the research people overlook. The mere saving of steps should not be the foundation for all layout and design of the kitchen. The research men probably do not know that it is harder to stand up for two or three hours than it is to walk.

CONTINUED ON PAGE 21

**MEDICO
FILTERED
SMOKING**

The replaceable filter in
Frank MEDICO Pipes

Cuts down nicotine,
whirlcools smoke

Reduces tongue-bite,
collects flakes and
slugs, absorbs juices

Cleaner, cooler smoke
enters your mouth

REPLACE FILTER
WHEN DISCOLORED



PIPE
\$1

with box of
10 Filters

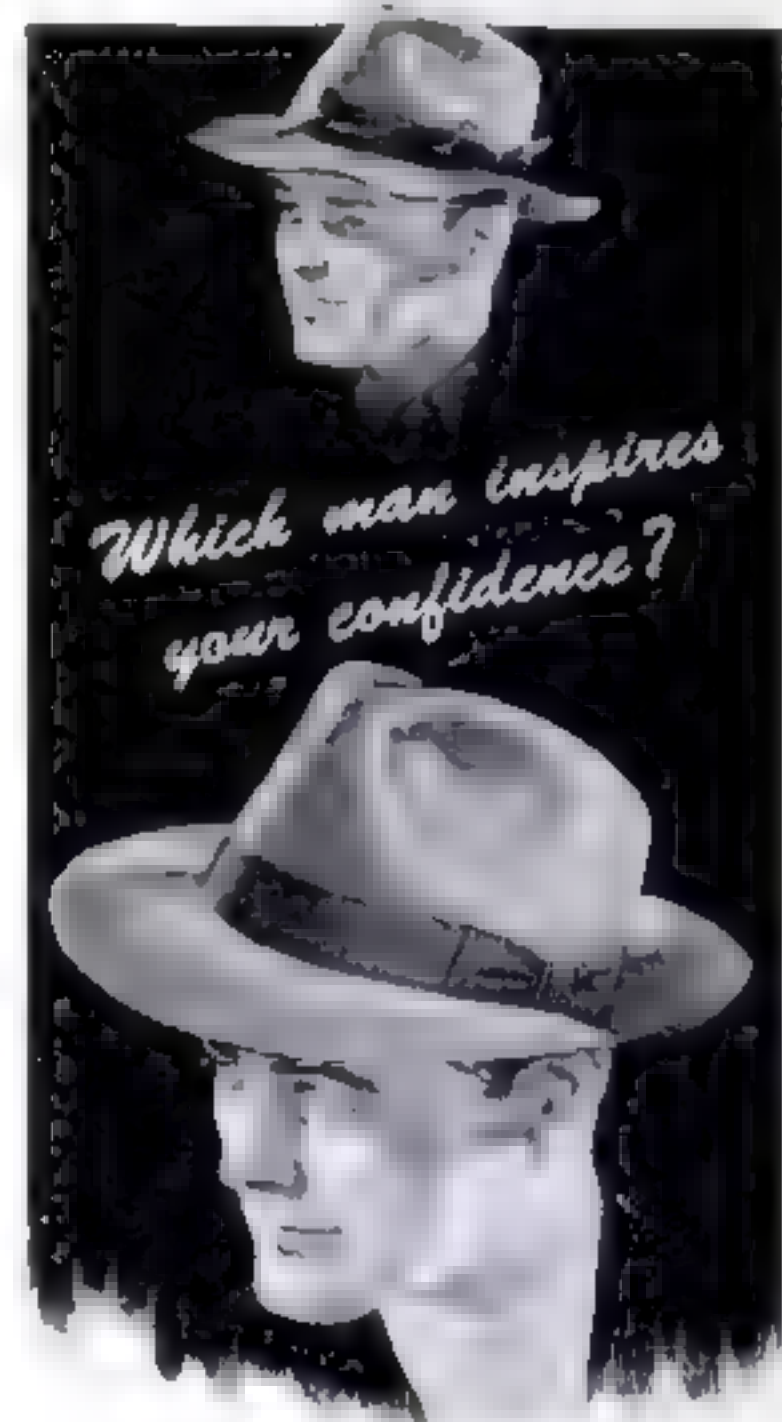
Frank MEDICO

THE LARGEST-SELLING FILTER PIPE



Only these genuine filters
give you genuine Medico-
Filtered Smoking. Packed
only in this red-and-
black box.

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a New

PORTIS HAT

will give you a look of importance and success. Rich, luxurious nap, correct shape and distinctive new shades mark this as a hat for men of discrimination.

\$7.50 to \$12.50

PORTIS Style Industries, Inc. Chicago 10, Illinois

JO STAFFORD—lovely recording artist, star of the Super Club program, Monday through Friday nights on NBC.



Glorious tone—superb reproduction—are yours in this radio-phonograph. Six tubes, including rectifier... cat-quick record changer—amazing new G-E Electronic Reproducer. Model 303.

Glorifies

RECORDED MUSIC

General Electric's finest table Radio-phonograph with the new G-E Electronic Reproducer

Like a magic wand, the new G-E Electronic Reproducer reveals beauties you've never heard before in even the most familiar record.

You'll listen, enthralled, to this remarkable new General Electric radio-phonograph. You'll hear enchanted music—delicate shadings—rare tones and overtones—recreated in musical splendor. You'll say, "I never heard anything like it before—even in the most expensive sets."

Music on an Electronic Wave

As the cat-quick record changer plays—up to twelve records—you'll hear music recreated in

natural color on an electronic wave. Gone is the old-fashioned needle. A child could drop the delicately balanced tone arm on the record—even slide it across the record grooves. Neither tone arm nor record would be harmed. Because the permanent jeweled stylus is *instantly retractable*, sheathed against carelessness.

Natural Color Tone Radio, Too

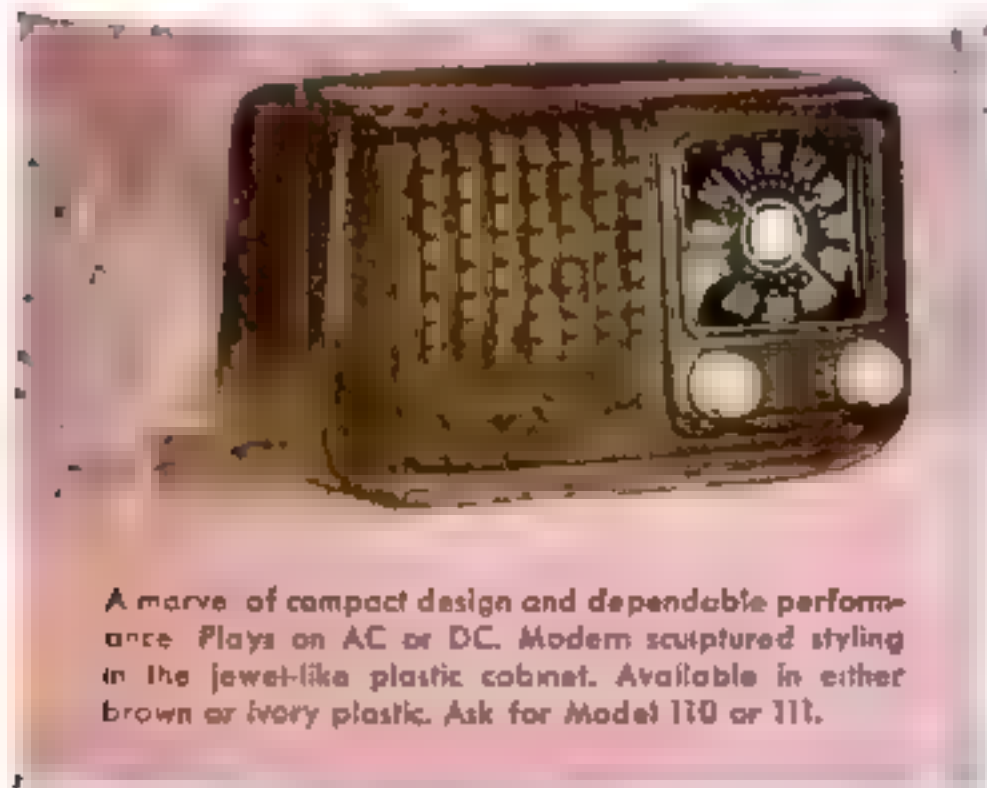
With razor-sharp tuning, the General Electric radio brings in the stations you want. You hear the "natural color tone" of every voice and instrument. And you play the radio without even lifting the lid.

Here are features money couldn't buy before the war. But you can have all of them now in this revolutionary new General Electric radio-phonograph... and the price is amazingly low.

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RADIOS



A marvel of compact design and dependable performance. Plays on AC or DC. Modern sculptured styling in the jewel-like plastic cabinet. Available in either brown or ivory plastic. Ask for Model 110 or 111.



"Wake-Up-To-Music" Clock Radio—the amazing new set that remembers to wake you up and automatically turns on your favorite program anytime. Clear tone—ample power radio plus the latest model General Electric clock.



The first and only self-charging portable. Renews its power over and over. No more battery worries. Natural color tone. Standard and short wave bands. Push-button controls. Handsome as fine luggage. Model 260.

SERVE IT SMARTLY! SERVE IT SIMPLY! SERVE IT OFTEN!

Libby's *TWICE-RICH** Tomato Juice

* *RICH IN FLAVOR*

* *RICH IN VITAMINS*

In your best party goblets or every-day glasses—relish the tangy, sunripe goodness of Libby's tomato juice. Its *richer* flavor has a country freshness that goes great at breakfast, lunch or dinner!

And Libby's is rich in protective vitamins, too. Not only is it a ready source of *B₁* and *B₂*, but on the average a single 6-ounce glass provides your minimum daily requirement of *Vitamin C*. Three glasses supply the *Vitamin A* a grown-up needs as a minimum each day!

Keep a few cans of this twice-rich juice ready in your refrigerator. Serve Libby's Tomato Juice smartly or simply—but serve it often!

LIBBY, McNEILL & LIBBY, Chicago 9, Illinois.



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FOR PERFECTION



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Charming flower designs in natural green and pink 14 Kt. gold overlay. Fine quality... rich and enduring... ideal for gifts.

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FOR LADIES: Bangle Bracelets • Earrings
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LETTERS TO THE EDITORS

CONTINUED

The kitchen ought to be big enough to be something of a living room. Back on the farm the reason we used to sit in the kitchen so much was that we really liked it better than the parlor. I, for one, would rather do away with the dining room altogether and have a spacious kitchen.

HERBERT U. NELSON

National Association
of Real Estate Boards
Washington, D.C.

Sirs:

After giving 13 steps to iron a shirt you say "and fold." Did you ever fold a shirt? That takes about eight steps more. So why fold it? Men's styles never change. Why not do as women have done for years—iron, hang on a hanger. Period.

LOUISE S. HICKS

Glen Ridge, N.J.

Sirs:

Your dishwashing technique! You say, "Pile soiled dishes at left of sink, clean ones at right." But in washing dishes a right-handed person holds the dish in the left hand, the cloth in the right. In order to place the clean dish on the right-hand drain-board it would be necessary to reach across oneself. The amount of time and energy wasted in doing this may seem infinitesimal each time, but over a period of 20 or 30 years it would be considerable. And if the housewife happens to be a bit on the hefty side, it might actually be something of a strain. Of course the half-twist that is given to the body in making the motion may have a beneficial effect on the waistline, but I leave it to you to investigate that.

My own technique is as follows: soiled dishes on right-hand drain-board, dishpan on right side of sink, wire drainer on left side, left drain-board clear. Using both hands, I put dishes in dishpan. Holding dish in left hand, I wash it with a cloth held in the right hand. I transfer the clean dish to the wire drainer, which is within six inches of my hand. When the drainer is full I spray the dishes with hot water and lift the whole thing to the clear left-hand drain-board. If drainers were made with handles it would be a help, but so far no manufacturer has been bright enough to think of this.

ESTHER M. LONG

Flemington, Pa.

● LIFE's point is that work should proceed in one direction. The logical work pattern is from left to right.—ED.

Sirs:

You say that the truly efficient housewife never sprinkles clothes. She snatches them off the line at the psychological moment when they are all uniformly at the proper dampness for ironing. Anyone who has ever dried any clothes knows that they are bone dry in some sections while they are still soaking wet at the seams and that they have to be completely dried before they can be sprinkled to a uniform dampness.

Almost everything in the "ideal kitchen" is stored at or slightly above the floor level. Evidently you feel that the truly efficient housewife should spend most of her time on her knees.

Then comes dusting. Of course this makes it impossible to pick up or

Right
for feet and best-bib-and-tucker



Right in foot-matching fit—right in costume-matching daintiness—ENNA JETTICKS walk confidently with best-bib-and-tucker.

ENNA JETTICK SHOES, INC., Auburn, N. Y.



\$6.50 to \$7.50

A Few at \$6

Enna Jetticks
America's Smallest Walking Shoes

CONTINUED ON PAGE 22

There's a Future for Your Figure in Foundettes



Suddenly, your figure tilts...

lovely in the litheness of a Foundette pantie girdle. So smooth and

supple...so easy does the light leno and satin skim your

curves...control your swing and sway. But then, that's the way

Foundettes are figured for the ever

young. At better department stores everywhere.

MUNSINGWEAR *Foundettes*
Reg. U. S. Pat. Off.

LETTERS TO THE EDITORS

CONTINUED

move anything without danger of breakage and would have the approximate efficiency value of typing in boxing gloves. . . .

Efficient housekeeping has a great deal more to do with psychology than it does with gadgets, arrangements or equipment. A housewife who has made up her mind that the drudgery connected with keeping a house running smoothly is well worth the effort and only her fair contribution to a successful marriage will get her work out of the way in half the time required by the woman who is bogged down with self-pity at her lot in life. An intelligent woman will discover that there is pleasure to be gained from the sight of an orderly line of clean clothes, a neat pile of ironing or, for that matter, from any job well done.

Mrs. JOHN CHISM

Reno, Nev.

P.S. I have four children and do my own work and so consider myself qualified to sound off.

THE SIKHS

Sirs:

The photo of the water-borne warrior (LIFE, Sept. 9) is reminiscent of



the picture some years ago of the misogynist monkey sitting in the Caribbean (LIFE, Jan. 16, 1939) . . .

HOWARD CAGLE

New York, N.Y.

Sirs:

I enjoyed your photos of the Sikhs of Amritsar. You might be interested to know that there is a Sikh Temple at Stockton, Calif., the spiritual center of the approximately 5,000 American Sikhs. In fact some of the pictures could almost have been taken there. The Sikhs, who settled as agricultural workers on the West Coast decades ago, have been able, on American ground, to carry on without change and without disturbance their ancient rituals.

FREDERIC SPIEGELBERG

Stanford University, Calif.

The Lowest Priced
Nationally Advertised
Tooth Brush
in America

only 23¢

IN DUST-PROOF CARTON

Pro-phy-lac-tic
NYLON
Tooth Brush

NEXT TIME YOU FEEL
A HEADACHE
COMING
YOUR
WAY

TAKE A "BC"
HEADACHE POWDER
WITHOUT A DELAY

"BC" FOR QUICK RELIEF FROM
HEADACHES, NEURALGIC PAINS
AND MUSCULAR ACHES—10¢ and 25¢
CARTON AND ONLY AS DIRECTED

so many

so many

household odors... chances to offend!

cabbage?

onions?

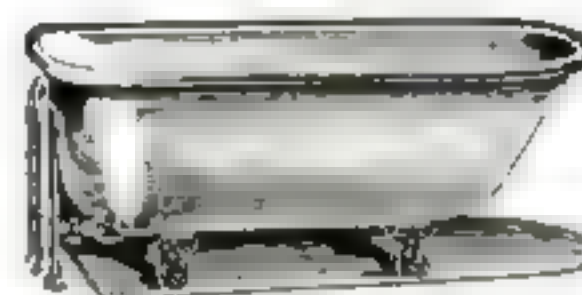
fish?



Simply uncap
your bottle of air-wick*
a few minutes before you start
cooking. air-wick kills all
unpleasant kitchen odors.

airless bathrooms?

Many people keep a bottle
of air-wick open in the
bathroom at all times. It
makes bathroom air immaculate.



stuffy closets?

air-wick contains
chlorophyll...the
miracle substance
nature uses to
freshen the air in
garden and forest.
No other product
is like it.



heavy smoking?

musty drapes?

Always keep a bottle of air-wick
open in your living room when
heavy smoking is expected. Use
air-wick, too, to kill odor of stale
cigar and cigarette smoke.



it's simple!
nothing to light...
nothing to burn...
just pull up the wick



why risk offending?

air-wick

kills all household odors...makes indoor air "country-fresh"

Tune in "Monday morning headlines"
every Sunday evening 7-15 E.S.T.
coast-to-coast ABC (Blue) network...
immediately following Drew Pearson and
his famous "predictions of things to come".

*air-wick deodorizer and household freshener is fully protected by U.S. patent. air-wick is a trademark of Scentman Brothers, Inc., New York 13, N.Y.



At last...they're here!

Guilford

7-JEWEL WATCHES

The Guilford is a sturdy reliable timepiece. Its war-tested, war-improved movement features the exclusive, patented "Compen-Spring." It is electronically timed, made with 129 years of "know-how," backed by the special Guilford guarantee. See the Guilford Watch NOW at your favorite jewelry store or jewelry department! The greatest watch value in America today...bar none!

Guilford American-Made 7-jewel watch. Streamlined design with chrome tarnish-proof case-top, stainless steel back and leather strap.

\$11.50
plus Fed. Tax



Guilford American-Made 7-jewel watch. Handsome, modern design with case-top in the rich color of natural gold, stainless steel back and leather strap.

\$13.50
plus Fed. Tax

Guilford American-Made 7-jewel watch. Smart, streamlined design with case-top in the rich color of natural gold, stainless steel back and handsome expansion bracelet to match.

\$19.95
plus Fed. Tax



LETTERS TO THE EDITORS

CONTINUED

GEORGE ALLEN

Sir:

Concerning that modern phenomenon, Mr. George Allen, LIFE, Sept. 9, perhaps if Gilbert and Sullivan were alive today the famous song they wrote for Sir Joseph in *H.M.S. Pinafore* would be changed to read as follows:

When I was a lad I served a term
As chief court jester in my own law firm
I sued a rival but I lost the case
So I polished up the story and I saved my face
I polished up that story so carefully
That now I am the Ruler of the RFE

Now friends of mine, whoever you may be,
If you want to rise to the top of the tree,
If your soul isn't fettered to an office stool
Be careful to be guided by this golden rule:
Tell jokes on yourself and always laugh with grace
And you, too, may be ruler of the RFE

BERNARD L. WELLAND

Horsede, N. J.

Sirs:

When the crash comes and we sit weeping in the rubble, perhaps Mr. Allen will come around and tell us how to survive. Imagine 140,000,000 people.

GERTRUDE A. CRANDALL

Cambridge, Mass.

Sirs:

LIFE and Roger Babson are to be commended for their portrait of George VI.

When this "statesman" says, "The world has gotta be saved and out Allen or it won't be saved," he apparently expresses the urgent needs of our leaders in Washington. This man not only realizes he is ignorant of the duties of his office but is proud of it.

BARBARA J. LEBERTON

Cambridge

CHILDREN'S JUDO

Sirs:

"Children's Judo" (LIFE, Sept. 9) looked both interesting and useful. Admiringly I studied the technique of



little Carol Tegner and I thought that here was a chance to settle some of my own old scores. But when I tried it myself the darn thing wouldn't work!

BERTHA STRIKER

Kew Garden, N. Y.

Hubba Hubba!

Hubba cup of
Chase & Sanborn
Coffee

says Charlie McCarthy



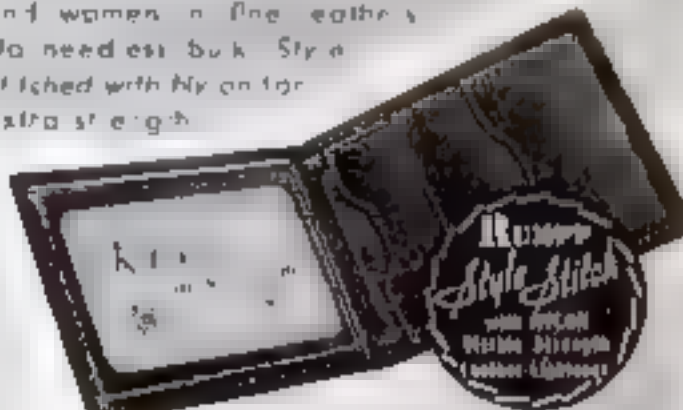
Back on the Air!

Edgar Bergen and
Charlie McCarthy on
the Chase & Sanborn
Program at 8 p. m.
(EST) over NBC—
every Sunday!

Fine Leatherware
by RUMPP Always

Reflects Refinement

WALLETS Many styles for men and women in fine leather. No needless bulk. Stylish. Stitched with Nylon for extra strength.



SMOKIT Trm leather case keeps cigarettes neat and handy. Quick zipper loading.

OVERNIGHTER

Lustrous leather case fitted with travel essentials. Compact yet complete.

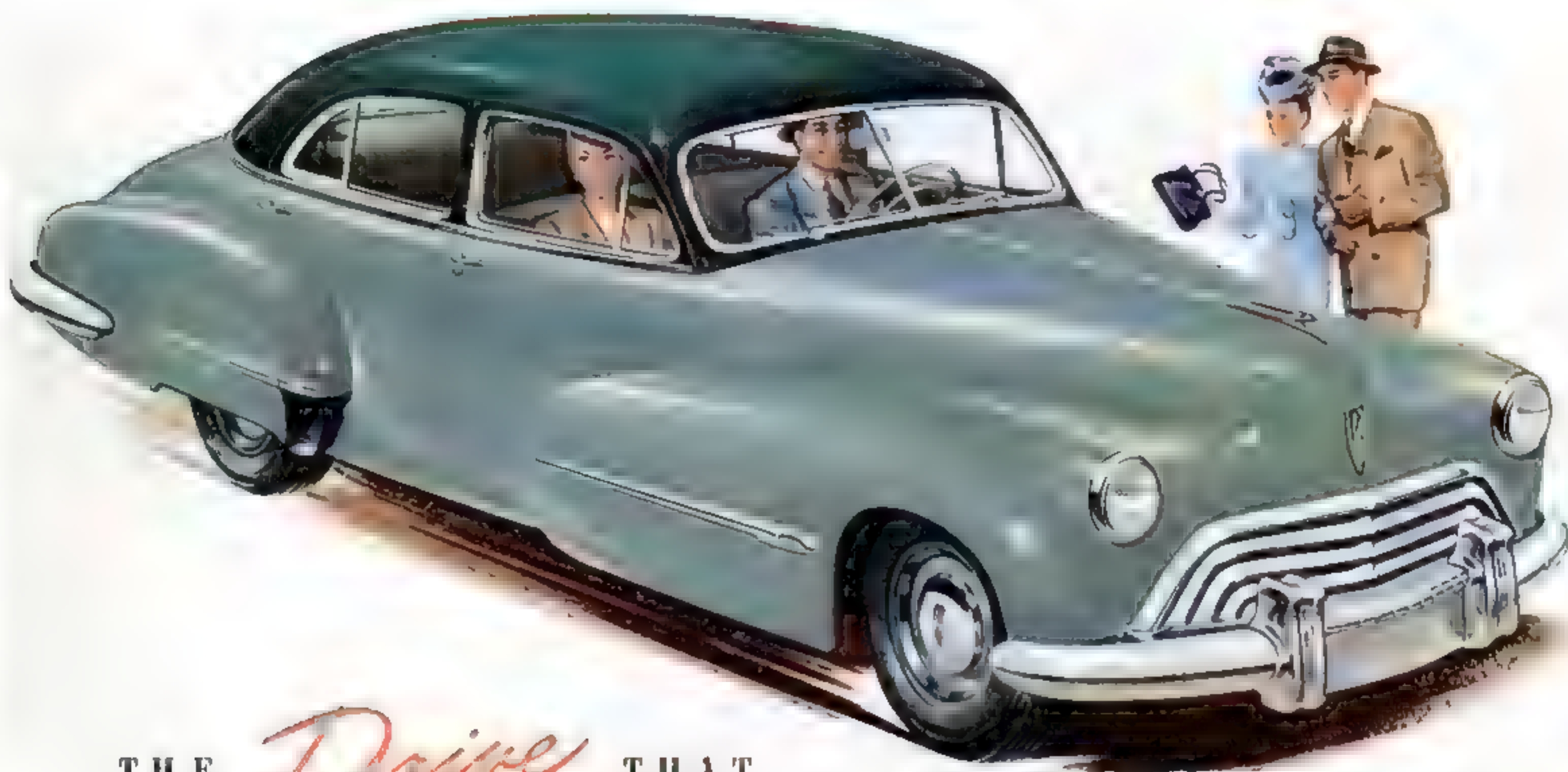


Ask for other Rumpp leather products in leading stores. Look for the Rumpp trademark.



C. F. Rumpp & Sons, Phila. 6, Pa. Since 1850

Style THAT MAKES 'EM STOP AND LOOK AGAIN !



THE *Drive* THAT SHIFTS FOR ITSELF !



Step up and take a look at the *styling of tomorrow*. Smoothly flowing lines . . . smartly tailored interiors . . . perfect good taste in every feature. Naturally it's an Oldsmobile. For Oldsmobile has been turning out Style Leaders ever since the "Curved Dash Runabout" set a new fashion in motoring nearly fifty years ago.

This new Oldsmobile is just as advanced in performance as it is in appearance. There's a new kind of comfort in its

glider-smooth ride . . . thanks to Quadri-Coil Springs and 4-Way Stabilization. Oldsmobile offers you an entirely new kind of driving, too—with *Hydra-Matic Drive*, the automatic drive at its best. Gears shift for themselves . . . always at exactly the right time. The clutch pedal is gone completely.

For styling a year in advance . . . for driving that's 'way ahead, too . . . look to Oldsmobile and GM Hydra-Matic Drive. (Optional at extra cost in all new Oldsmobile models.)

Oldsmobile

A GENERAL MOTORS VALUE

WHAT golden ligature ties nations
 into one? Not politics, or systems,
 or ships with treasure in the hold. People
 are one in aspiration, and in their
 love for music. The savage Khan, no less
 than lovely child, is stirred by

THE FARNSWORTH



Price may often be a consideration in the purchase of a radio or a phonograph-radio, but modest price still can be combined with quality, as in the Farnsworth. There are table models, chair-side types, portables, and phonograph-radio combinations some equipped with FM. They offer a quality of performance you might expect of higher priced instruments. (Farnsworth television receivers, available soon in some cities, particularly where programs are being televised, present the same blending of quality and economy.) Convenient purchase terms. Radio and phonograph radio prices **\$25 to \$350**

The nomad Polovtsian tribesmen leap and spin in festival dances for the captured warrior Prince Igor. An interpretation for the Capehart Collection of Borodin's Polovtsian Dances from "Prince Igor" by Robert Rizzo



Portfolios of reproductions in the Capehart Collection may be secured at nominal cost from your nearest Capehart dealer, or from Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana

dance, and bow, and horn. The chant
 of trumpet calls alike to slave and
 free. Music speaks in all tongues—it
 is the universal handclasp, the constant,
 open look. Let the inspiration
 of great music speak to you, now,
 through the medium of
 the Capehart and the Farnsworth.

THE CAPEHART



As the full beauty of horn, cello, violin and flute is heard distinctly in the concert hall, so through the medium of the new Capehart each instrument is reproduced in all the clarity of the original performance. A revolutionary new tonal system brings music into the home as it has never been brought before. Distinctive cabinets of period design are created by furniture craftsmen. The brilliant radio is equipped for FM reception. (Capehart television, when presented, will be of traditional Capehart excellence.) Prices: The Panamuse by Capehart, **\$300 to \$700**. The Capehart, **\$925 to \$1500**

N.W. AYER & SON

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CONTENTS

THE WEEK'S EVENTS

FASHION SHOWINGS BRING BACK HIGH STYLE	29
EDITORIAL: WAR TALK	34
TRYGVE LIE LOOKS AT ONE WORLD	36
LIFE PHOTOGRAPHER GETS INTO JAFFA STREET BATTLE	36
JOE LOUIS IS SURPRISED CHAMPION	38
DODGER FANS ARE ON TENTERHOOKS	39
U.S. YOUTH PUSHES INTO NEWS	40
TRUMAN FIRES WALLACE	42
MOSLEM PRAYERS CELEBRATE END OF FAST	47

ARTICLE

INTELLIGENCE: KEY TO DEFENSE, by WILLIAM J. DONOVAN	108
---	-----

CLOSE-UP

ARTHUR MURRAY, by ROBERT SELLMER	61
----------------------------------	----

PHOTOGRAPHIC ESSAY

IOWA CENTENNIAL	99
-----------------	----

NATURAL HISTORY

THE EARTHWORM	53
---------------	----

TRANSPORTATION

PARKING PROBLEM	73
-----------------	----

ART

FRENCH TAPESTRIES	80
-------------------	----

THEATER

"A FLAG IS BORN"	87
------------------	----

MOVIES

ENGLISH LESSON	91
----------------	----

INDUSTRY

ANTARCTIC WHALING	123
-------------------	-----

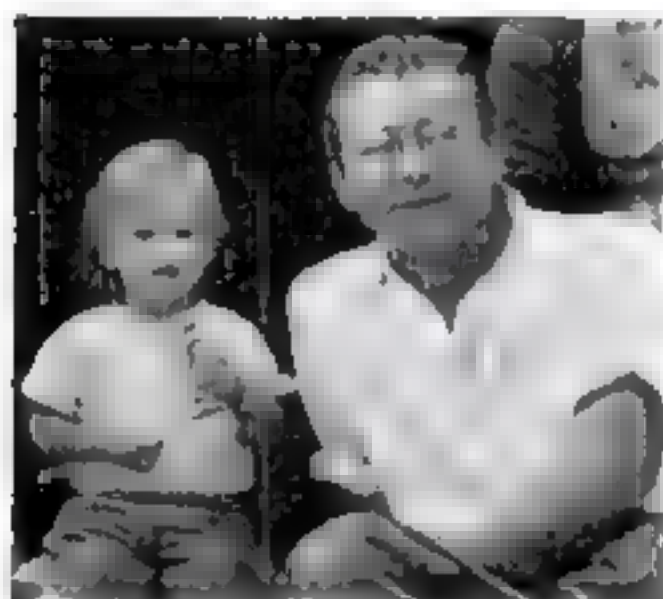
AVIATION

INDIAN AIRLINE HOSTESSES	129
--------------------------	-----

OTHER DEPARTMENTS

LIFE'S REPORTS: CONVICTS' CHAMPION, by CARL MYDANS	2
SPEAKING OF PICTURES: JEANNE CHAIN'S BUBBLE BATH	12
LETTERS TO THE EDITORS	16
LIFE GOES TO SHORTY'S NIGHTCLUB IN BERLIN	134
LIFE'S MISCELLANY: HOW NOT TO CURE HICCUPS	138

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LIFE'S PICTURES

LIFE Photographer Bob Landry traveled 3,141 miles in three weeks inside Iowa to get the centennial story on pages 99 to 107. In Stone City, made famous by Grant Wood's 1931 painting (see p. 104), he was a guest at the country home of Poet Paul Engle. There, using a timing device, he took this photograph of himself and 15-month-old Sarah Engle, whose older sister Mary was the subject of her father's *American Child* sonnets (LIFE, Sept. 23).

The following list, page by page, shows the source from which each picture in this issue was gathered. When a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

COVER—PETER STACKPOLE	73—FAIRCHILD AERIAL SURVEYS
2—CARL MYDANS	74, 75—GABRIEL MOULIN STUDIO—JON BRENNES FROM CAL-PIX
12, 13, 14—PETER STACKPOLE	76—WESTERN AIRPHOTO CO.—YALE JOEL—GEORGE SKADDING
15—CARTOON BY CHARLES E. MARTIN	78—YALE JOEL
22—MARGARET BOURKE-WHITE—HANSEL MIETH	80—DAVID E. SCHERMAN EXC. BY LT. RALPH MORSE
24—CARTOON BY CHARLES E. MARTIN	81, 82, 83, 84—RALPH MORSE
29—ROBERT LANDRY	87, 88—EILEEN DARRY FROM G.H.
30—FRANK SCHERSCHHEL EXC. BY LT. ROBERT LANDRY	91, 92, 94—RALPH CRANE FROM B.S.
31—ROBERT LANDRY	99, 100, 101, 102—ROBERT LANDRY
32—FRANK SCHERSCHHEL—TOMMY WEBER	103—LT. ROBERT LANDRY (3), LT. LEONARD MCCOMBE
33—ROBERT LANDRY	104, 105—ROBERT LANDRY EXC. BY LT. FROM COLLECTION OF JOSLYN MEMORIAL, OMAHA, NEB.
35—HARRY LEDERHANDLER FROM ACME	106, 107—ROBERT LANDRY
36, 37—DAVID DOUGLAS DUNCAN	109—INT. MAPS BY FRANK C. STOCKMAN & ELMER SMITH
38—LY. ACME—LT. T. A.P., LT. INT	110—TORONTO STAR NEWSPAPER SERVICE, A.P., © KARSH, OTTAWA
39—YALE JOEL	112, 117—U.S. SIGNAL CORPS PHOTOS
40—MARIE HANSEN, YALE JOEL—MARK KAUFFMAN, ALLAN GRANT FROM G.H.	118—DRAWING BY NORMAN MINGO
41—MARIE HANSEN	123, 124, 125, 126—JACK SMITH
42—J & U—WALTER B. LANE	129, 130, 133—MARGARET BOURKE-WHITE
47, 48, 49—MARGARET BOURKE-WHITE	134, 135, 136, 137—GERNARD GRONFELD
50—A.P.—ACME A.P.	138, 139, 140—WALLACE KIRKLAND
53, 54, 56—LILO HESS	
61—PETER STACKPOLE	
62—ROY STEVENS—ROY STEVENS—NEWSPICTURES—ROY STEVENS	
64—ROY STEVENS	
68—PETER STACKPOLE	

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HOW I'M GOING TO RETIRE IN 15 YEARS ON \$150 A MONTH



"A few months ago, I never dreamed I'd be set to retire and take life easy—in just fifteen years—with \$150 a month, every month, regular as the postman, for the rest of my life. Yet, today at 45, that's what I'm looking forward to.

"Oh, I used to wish I could afford to retire. To quit work some day and relax, enjoy my home and travel a bit. If I could only save enough, and invest it wisely enough . . .

"But saving seemed hopeless for me. Even though I had a good job and a fair income, I spent money as fast as I made it. I didn't seem able to put anything aside for the day when I might want to retire—or have to. And it worried me.

"It looked as if I'd just go on, like so many people, living in a circle, working until I died. But one day I came across a booklet that opened my eyes. It told how a man or woman can make his salary now buy a retirement income later! Just as civil service employees have been doing for years. There was no secret, except to start in time. The younger the better.

"It's called the Phoenix Mutual Retirement Income Plan. As soon as I read about it, I knew this was just what I needed. It could change my whole life. I investigated further, and, not long after, I qualified for a Phoenix Mutual Plan. Today, with an income of \$150 a month guaranteed to me for life when I reach 60, I can look forward to comfort and happiness as long as I live."

This story is typical. As thousands of people have discovered, you don't have to be rich to retire. A Phoenix Mutual Plan can give you security—a future with no money worries.

Suppose, for instance, you're a man of 45, and would like to get an income of \$150 a month at age 60. To those who qualify, this typical Phoenix Mutual Plan guarantees:

A Monthly Check for \$150 . . . You get a check for \$150 when you reach age 60, and a check for \$150 every month thereafter as long as you live.

Security for Your Wife . . . Your wife gets a monthly life income if you should die before retirement age.

A Disability Income . . . You get a monthly disability income if, before you reach age 55, serious illness or accident should stop your earning power for six months or more.

The Plan is not limited to men of 45. You may be older or younger. The income is not limited to \$150 a month. Assuming you start at a young enough age, you can plan to get \$10 to \$200 a month or more—starting at age 55, 60, 65, or 70. Similar Plans are available for women.

Send for Free Booklet

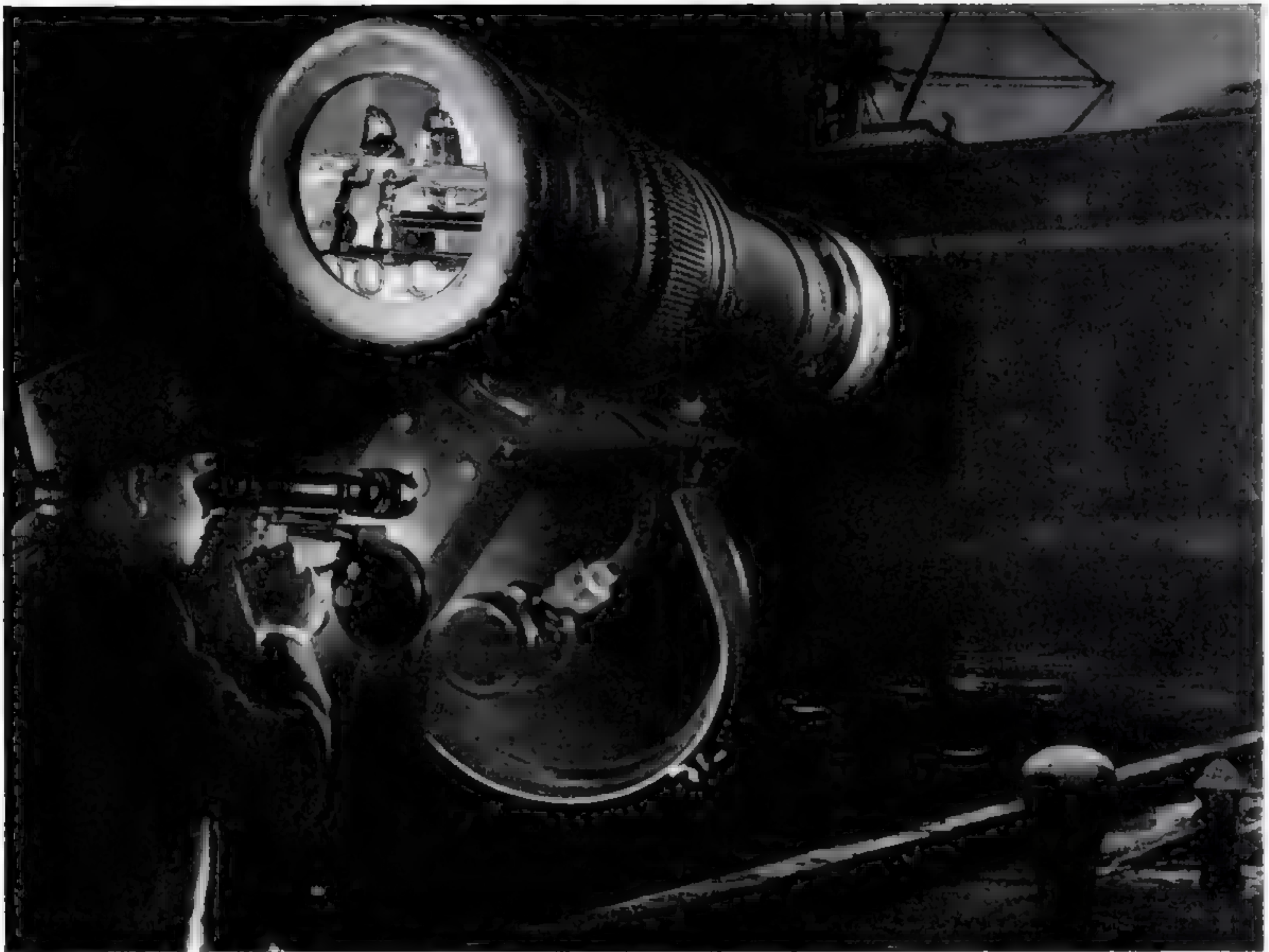
Send the coupon and receive, by mail and without charge, a booklet telling about Phoenix Mutual Plans and how to qualify for them. Don't put it off. Send for your copy now.



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Retirement Income Plan
GUARANTEES YOUR FUTURE

PLAN FOR WOMEN	PLAN FOR MEN
<p>MUTUAL LIFE INSURANCE Co. 667 Elm Street, Hartford 15, Conn.</p> <p>Please mail me, without cost or obligation, your illustrated booklet, describing Retirement Income Plans for women.</p> <p>Name <input type="text"/></p> <p>Date of Birth <input type="text"/></p> <p>Business Address <input type="text"/></p> <p>Home Address <input type="text"/></p>	<p>PHOENIX MUTUAL LIFE INSURANCE Co. 667 Elm Street, Hartford 15, Conn.</p> <p>Please mail me, without cost or obligation, your illustrated booklet, showing how to get a guaranteed income for life.</p> <p>Name <input type="text"/></p> <p>Date of Birth <input type="text"/></p> <p>Business Address <input type="text"/></p> <p>Home Address <input type="text"/></p>

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Robbery at the waterfront—detected and observed in total darkness through the amazing infrared ray "snooperscope."

"Snooperscope"—sees at night with invisible light!

Crime detection is one of the many peacetime uses for this uncanny telescope that can distinguish objects several hundred yards away in a complete blackout.

The sniperscope and snooperscope are two wartime developments of RCA Laboratories in co-operation with the U. S. Army which are now being converted to civilian, industrial and police uses.

These instruments were made possible through a tiny image tube less than two inches in diameter and less than five inches long. Adapted to various military equipment, these infrared telescopes provided the Army with some of its best night-fighting devices.

A helmet-mounted binocular, employing these image tubes, enabled scout cars to speed over roads at 40 to 50 miles an hour without lights.

The same imagination, planning and engineering skill that produced the snooperscope are reflected in every RCA and RCA Victor product—whether it is a Victrola® radio-phonograph, made exclusively by RCA Victor, or a television receiver, or a radio tube replacement. If it's an RCA, it is one of the finest instruments of its kind science has achieved.

Radio Corporation of America, RCA Building, Radio City, New York 20... Listen to The RCA Victor Show, Sundays, 2:00 P.M., Eastern Standard Time, over the NBC Network.



The "Sniperscope." Here our infrared telescope is mounted on a carbine. The combination was aptly called a "sniperscope" for it enabled a soldier in total darkness to hit a target the size of a man at 75 yards. Thirty percent of the Japanese casualties during the first three weeks of the Okinawa campaign were attributed by the Army to the sniperscope.



RADIO CORPORATION of AMERICA



STORE EXECUTIVES, DESIGNERS AND FASHION REPORTERS STUDY AN OSTRICH TIP AND VELVET BONNET MODELED AT THE MILLINERY SHOWING IN HOTEL PIERRE

FASHION SHOWINGS BRING BACK HIGH STYLE

Even before the fall showings everyone suspected it. But by last week the \$3-billion-and-more women's-wear business knew it for sure—after five lean war years the tradition of high fashion was back in its haughty, accustomed place. The ending of the war and the return of silks, French laces and metal for lamés had signaled the end of the era of mild practicality which the war had foisted on the fashion business.

In New York the new era of elegance was ushered in with the costliest style showings that the city had ever seen. Throughout September the banquet and ballrooms of the smartest hotels were booked solid by designers, fabric manufacturers and stores. Manhattan's top models raced from engagement to engagement, furiously changing from silks to furs to negligees.

Hundreds of thousands of dollars were spent on backgrounds, champagne, favors and entertainment to create an atmosphere of gay elegance in which to receive the fashion reporters and buyers. Hafner Associates, which gave a \$50,000 party to show what leading designers could do with their line of new fabrics (*next page*), borrowed a million dollars worth of jewels for their models to wear. The models themselves cost \$4,000.

Accessory manufacturers, hair stylists (*see pp. 32-33*), furriers and cosmeticians did their part. Revlon gave a \$10,000 Ritz-Carlton party, employed violet tablecloths and a songstress to sing *W h o l l B a y M y V i o l e t s*, had violet nosegays tossed at the guests, one of whom received a prize for having violet eyes. All this was to introduce a new nail-enamel color. The color: Ultra-Violet.



OMAR KIAM EVENING GOWN of platinum-colored satin, with boned bodice and the new pannier-type peplum, was one of the sensations of Hafner's \$50,000 Ritz Carlton show. Cost, \$175.

GOWNS



HATTIE CARNEGIE GOWN of blue and gold striped brocade, with a big soft crush, was another extravaganza at the lush Hattie show. Retail price is \$175.



TINA LESER NEGLIGEE in aquamarine had high Elizabethan collar. Like gown beneath it, it was made only to show off fabric—why not be magnificent?

FURS



RUSSIAN BROADTAIL SUIT—jacket and a long -lat skirt—drew loud handclaps at fur showing by Maximilian. Quite impractical, its price is \$6,500.



MINK COAT also shown by Maximilian makes prodigal use of ranch mink pelts in its log-shawl collar and its cuffed, pushup sleeves. It retails at \$6,500.



ERMINE STOLE, here worn dramatically over a black evening gown, cost only \$2,000. Maximilian is one of the three top U.S. fur designers. His show at the Plaza cost a modest \$3,000.



SALLY VICTOR HAT, displayed at a Hotel Pierre luncheon showing, has a tiered crown with jeweled embroidery. Brim's underside is faced with wild mink. It costs \$350.



JOHN FREDERICKS HATS shown at the Pierre luncheon included this melange of velvet and silvered peacock feathers which suggests an English sheep dog, but costs \$65.

COIFFURES



NEW COIFFURES shown by Antoine de Paris were regarded as especially significant since he emphasized formal hairdos in anticipation of lavish evening parties. Model

shows Antoine's new "Radiant Star" design for long hair which differs somewhat from the "Radiant Star" for short hair shown on opposite page. Girl at left is commentator.



THE FAMOUS HAIRDRESSER ANTOINE CREATES HIS LATEST COIFFURE
A STRAGGLY, FIVE-POINTED HORROR WHICH HE CALLS "RADIANT STAR"

NEW YORK

WAR TALK

IN A TENSE SITUATION WE NEED A CONSTRUCTIVE PROPOSAL. WHY NOT A UNITED EUROPE?

The air is thick, too thick, with war talk. Walter Winchell, turning his prophecies from blessed to grim events, quotes General de Gaulle as expecting hostilities within the end of the year, and the unthinking have connipations. Montgomery confers with Eisenhower, and the stock market, already a-twitter with rumors of an invasion by left-gaited plizzies from Jupiter, takes another nose dive. All Europe asks only "When?"

Most people answer this war talk by assuring themselves and each other that Russia can't possibly fight another war for at least five or ten years. But even ten years is too short a space to deserve the name of peace, especially when the time would be spent jockeying for position. Meanwhile our front-line diplomats seem to have reached an impasse with Russia in the long job of liquidating the war just over.

It was this impasse that Henry Wallace no doubt sought to break by the speech that last week cost him his job. His proposals were inept and his action irresponsible, but the fact that the White House has correctly backed Byrnes's policy rather than Wallace's does not break our impasse with Russia nor make the international situation any more comfortable. There must be a sane and constructive way out of this impasse. We think we know one.

How We Got Here

The American people naturally hope to avoid war and war scares by means of their foreign policy, "shield of the republic." The Wallace affair has started them asking once more whether we really have a foreign policy, and if so whether it is the correct one.

Our foreign policy is as good and as general as the 12 points that President Truman made in his Navy Day speech in New York a year ago. It endorses self-government of peoples, disapproves of territorial changes unless in accord with the wishes of people concerned; opposes military aggression; favors freedom of the seas and rivers and waterways, free speech, freer trade and economic collaboration.

Byrnes, who believes in these generalities and works for them, finds, however, that they bring him smack up against Russia in a number of specific ways. At the Paris Peace Conference belief in freer trade and economic collaboration causes us to insist that the Danube should remain open as the principal trade artery between central and eastern Europe. Our belief in trade and collaboration, combined with our dislike of solutions imposed by big powers on unwilling people, leads us into a dilemma in Trieste, a port that is vital to all central and eastern Europe, but which also happens to be largely an Italian city.

Meanwhile Byrnes is also trying to bring economic unity to Germany, as provided by the Potsdam agreement, and to get Allied occupation forces out of Austria. These are the focal points of U.S. diplomacy in Europe today. As Wallace correctly points out and as the war talk underlines, they are really parts of the larger problem, our relationship with Russia.

To date, our policy has been more a series of details than a grand design. Russia reacts to her fears of the atomic bomb or reacts to the Marxist conviction that a deadly struggle between capitalism and communism is inevitable or acts

on ancient Russian ambitions by creeping her military and political power forward, ice-age fashion. The U.S. reacts with a policy that Wallace labels "getting tough with Russia," but which Byrnes calls a policy of "firmness and patience."

Wallace, who has been studying the historical development of Russian character, believes that the tougher we get with Russia, the tougher Russia will get. He might just be right about that. But about many other things Wallace is wrong. He urges us to leave eastern Europe to the mercies of the Russians. Against great temptation Byrnes has refused to let that door close, and history will someday justify him. Wallace says, "For her part, Russia can retain our respect by cooperating with the United Nations in a spirit of open-minded and flexible give and take." Well, Wallace hasn't been up in the peace-front trenches with Byrnes. If he had he might know that to Byrnes the words "open-mindedness" and "flexible" have a weird sound when applied to Russian diplomacy. Wallace is at least six months behind events.

Wallace, for all his sincere concern, seems to have nothing strongly positive to offer. And Byrnes, for all his earnest effort, now faces the danger of a mere stalemate with Russia, a stalemate which feeds the war talk. Clearly, this is the moment for trying a change of pace, for offering a new out. Fortunately there is one. This is the economic and political unity of Europe.

An Old Idea

Distinguished Europeans from Immanuel Kant and Victor Hugo to Aristide Briand and Winston Churchill have proposed and prophesied a united Europe. Twenty-six years ago Churchill said this idea would spark and smolder until one day it would burst into flame in "spontaneous recognition of the obvious." Last week in Zürich he blew on it again. Many Americans (including the editors of LIFE) have said for years that European unity should be a major goal of American policy. Thus the idea is hardly new. But it has a new relevance in this fall of 1946 because events since V-E Day have all conspired to show that any other solution to the European problem is either impossible or intolerable.

Early last spring some of Mr. Byrnes's ablest advisers began urging him to announce that the unity of Europe is the touchstone of U.S. policy toward Europe. They want him to declare that the U.S. will favor no settlement in Europe that is inconsistent with the eventual emergence of a united Europe.

Mr. Byrnes has not announced that this is our policy. Yet in fact he has opposed certain settlements (such as the closing of the Danube) which would be inconsistent with European unity, and he has supported others (such as the internationalization of Trieste) which would be a step toward it. European unity is the implied but unstated premise of most of our diplomatic acts in Europe. It is particularly the premise of our German policy; for a revived and united Germany, such as Byrnes described in his recent Stuttgart speech, would be an intolerable development for all Germany's neighbors except within the framework of a revived and united Europe.

Thus Byrnes has in fact been making Europe's unity more probable without admitting or perhaps even knowing it. We have even helped set up Allied administrative agencies for Europe which should become implements of a future federation. The European Coal Organization and the European Central Inland Transport Organization have necessarily handled Europe's shattered economy as a unit. We have proposed to the U.N.'s Economic and Social Council that they take over these agencies and make them permanent in a European Economic Commission. In this way the European countries may learn what their neighbors are planning to do in the future and thus avoid the duplications and surpluses that lead to tariffs and trade restrictions and subsequently to nationalism, frictions and wars. The European nations can find means to coordinate their highways, rails, waterways and otherwise devote their energies and talents to leveling barriers and differences rather than, as in the past, building them higher.

A European branch of the Security Council would be equally logical and consistent with the U.N. security system. For security Europe must of course look to the Big Three for some time and to treaties like the 25-year guarantee against German aggression which Byrnes has already proposed. Thus a unified Europe (even though Churchill is for it) is in no sense an anti-Russian maneuver; it can and should enlist Russian support.

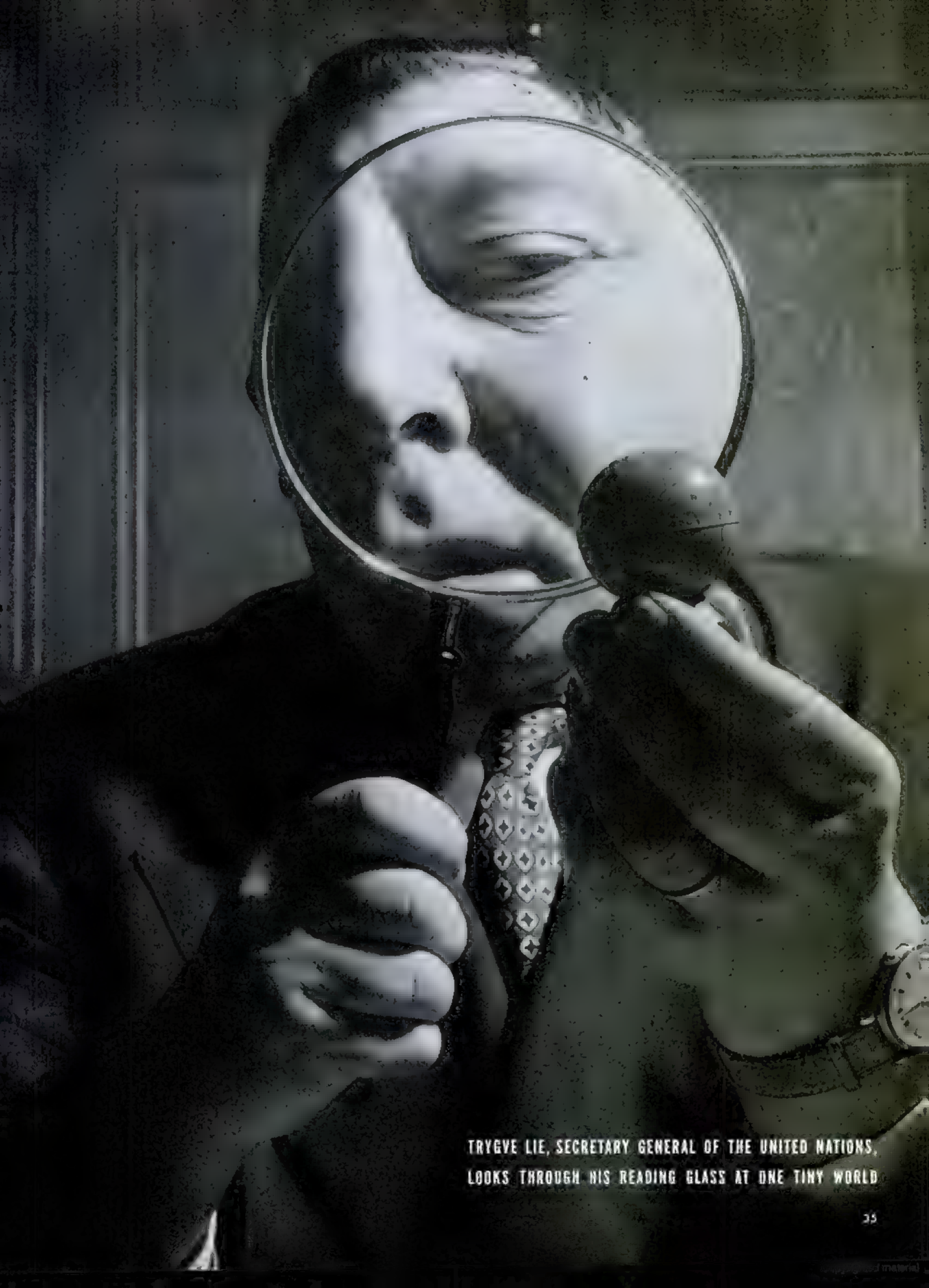
On The March

As for the Europeans, they don't talk about it much, but there are signs that they know it must come. Their historic disunity, their petty nationalisms are too obviously obsolete. Already the Belgians and Dutch have agreed to negotiate a customs union.

The only alternative to a united Europe is its division into western and eastern halves. This would be extremely hard on the 300,000,000 people who live in Europe, whether of east or west. To sever the Danube, for example, would sever Europe's economic jugular and reduce living standards on both sides of the Elbe. It is to Byrnes's credit that he has fought to prevent this. It would be much more to his credit, and more understandable to all (including the Russians) if he would now declare the goal toward which he is working. That would give our policy a creative and progressive character, and prevent its degenerating into mere opposition. And at least it would give everybody, including Henry Wallace, something to talk about besides war.

PICTURE OF THE WEEK: ➔

In his eight months as secretary general of the United Nations, big Trygve Lie of Norway has impressed Americans with his hearty, convivial personality. He turns up when he can at the best parties, ball games, boxing matches, poses willingly for pictures like that on the opposite page. He has also impressed the U.N. Council as a forceful secretary general. Last week, in the midst of a stormy debate on Greece, he added to the power and prestige of his office by announcing that whatever action the Council took, he would use his authority to investigate any threat to peace.



TRYGVE LIE, SECRETARY GENERAL OF THE UNITED NATIONS,
LOOKS THROUGH HIS READING GLASS AT ONE TINY WORLD



①

WHEN OIL BOMB EXPLODED, just out of sight, Arabs came running out of their homes and shops. Some stopped to look but others ran away from the explosion in fright. At this point Duncan hurried up the street toward the blast.



②

THE GET AWAY SEDAN, containing three terrorists, was parked at a junction of the street. The driver waved at Duncan to take cover and then the car drove away. Three Arabs standing next to him. One was killed outright. Two others were badly wounded.



DAVID D. DUNCAN

SHOOTING IN JAFFA

LIFE photographer runs into morning of murder in Palestine

On the morning of Sept. 13 David Duncan, LIFE's photographer in Palestine, was strolling in Jaffa, the third largest port in the Holy Land. Although Palestine has been in turmoil in recent months, this particular sunny day seemed peaceful enough. The Arab shops were crowded. People loitered quietly.

AFTER THE SHOOTING STOPPED the crowd hurried back toward the bank which terrorists had tried to rob. This was part of larger plot in which two other banks were successfully robbed at same time in Jaffa and nearby Tel Aviv.



⑤

HUNT FOR TERRORISTS continued with Palestine police searching the grounds of the Orient Cinema which was featuring *Captain Midnight*, an American post-apocalyptic thriller, which seemed tame compared with what had just taken place outside the entrance to the streets.



⑥



STANDING NEAR DEAD ARAB, Duncan photographed the arrest of two terrorist suspects who were quickly rounded up by two agents of the British Criminal Investigation Department. With their hands above their heads they were marched at pistol point down the street.



PALESTINE POLICEMAN (left) crossed the street by the dead Arab, to confer with a British officer. Both had drawn their pistols from their holsters. Meanwhile the get-away sedan had picked up the terrorists trying to raid the bank.

on the streets. Then, suddenly, at about 11:20, an oil bomb exploded and shots rang out near a branch of the Ottoman Bank, about a block ahead of where Duncan was walking. In an instant the peaceful streets of Jaffa were transformed into a bloody setting for another murderous morning in Palestine.

Quickly adjusting his camera, Duncan raced toward the explosion. Jewish political terrorists, attempting to raid the bank, had apparently set off the oil bomb to warn passers-by to take cover before any shooting began. The Palestine police arrived so swiftly that the robbery failed. But the raiders,

fighting their way out of the bank, made a get-away in a waiting sedan, from which their accomplices fired a deadly hail of bullets to cover the gang's retreat. One Arab standing next to Duncan fell dead, two others were wounded. Duncan, though shaken by his narrow escape, took these vivid photographs.

OTTOMAN BANK was guarded by troops and police after the raid. Terrorists had stuffed money into a sack and then placed a charge by the strong-room door but the police had arrived so quickly that the raiders had to leave money behind and fight their way out of bank.



WOUNDED BANK MANAGER James Annett (left) went to hospital in ambulance which also carried three badly wounded Arabs. Annett was shot in the left leg. Casualties were four killed, three wounded. Twelve arrests were made.

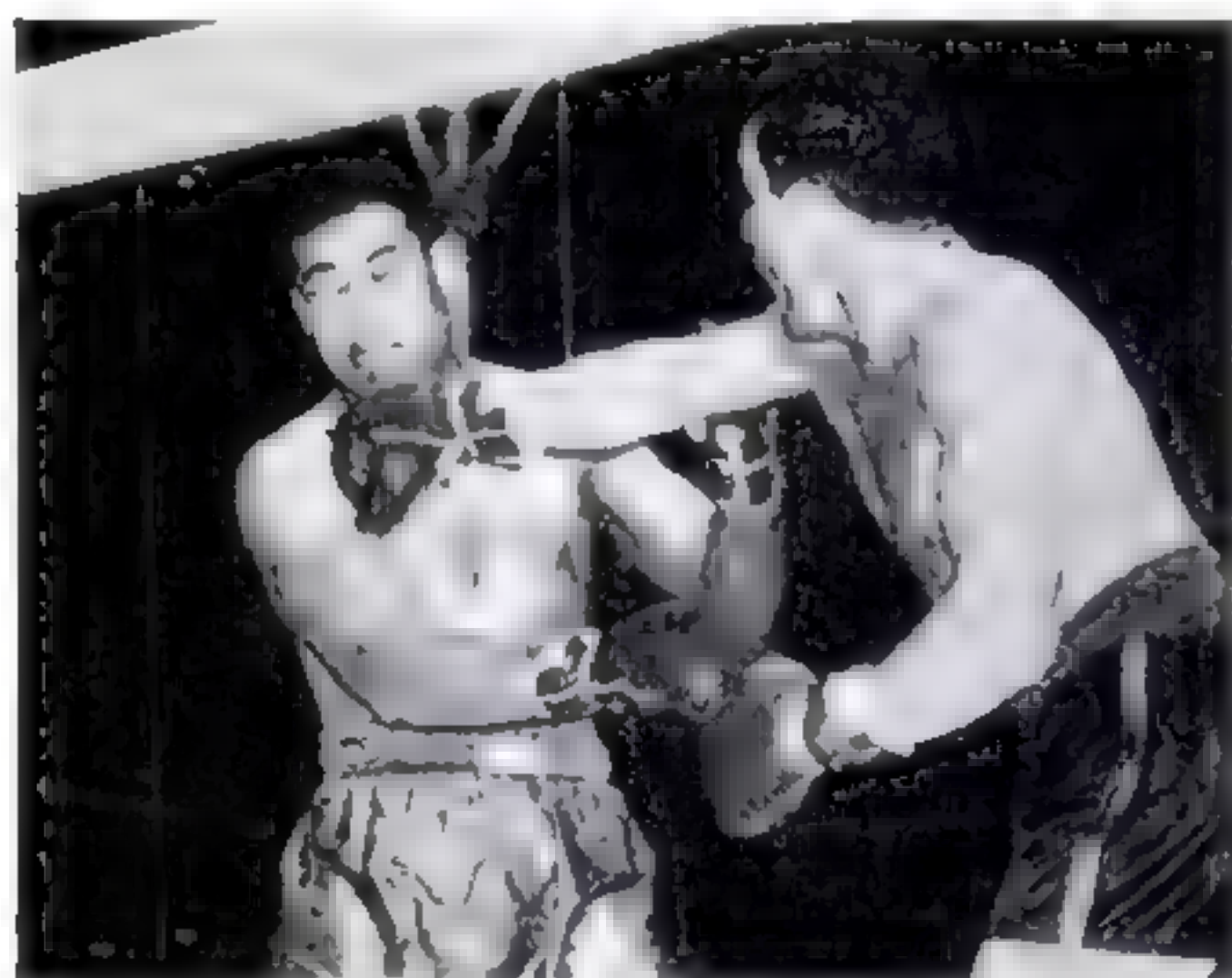




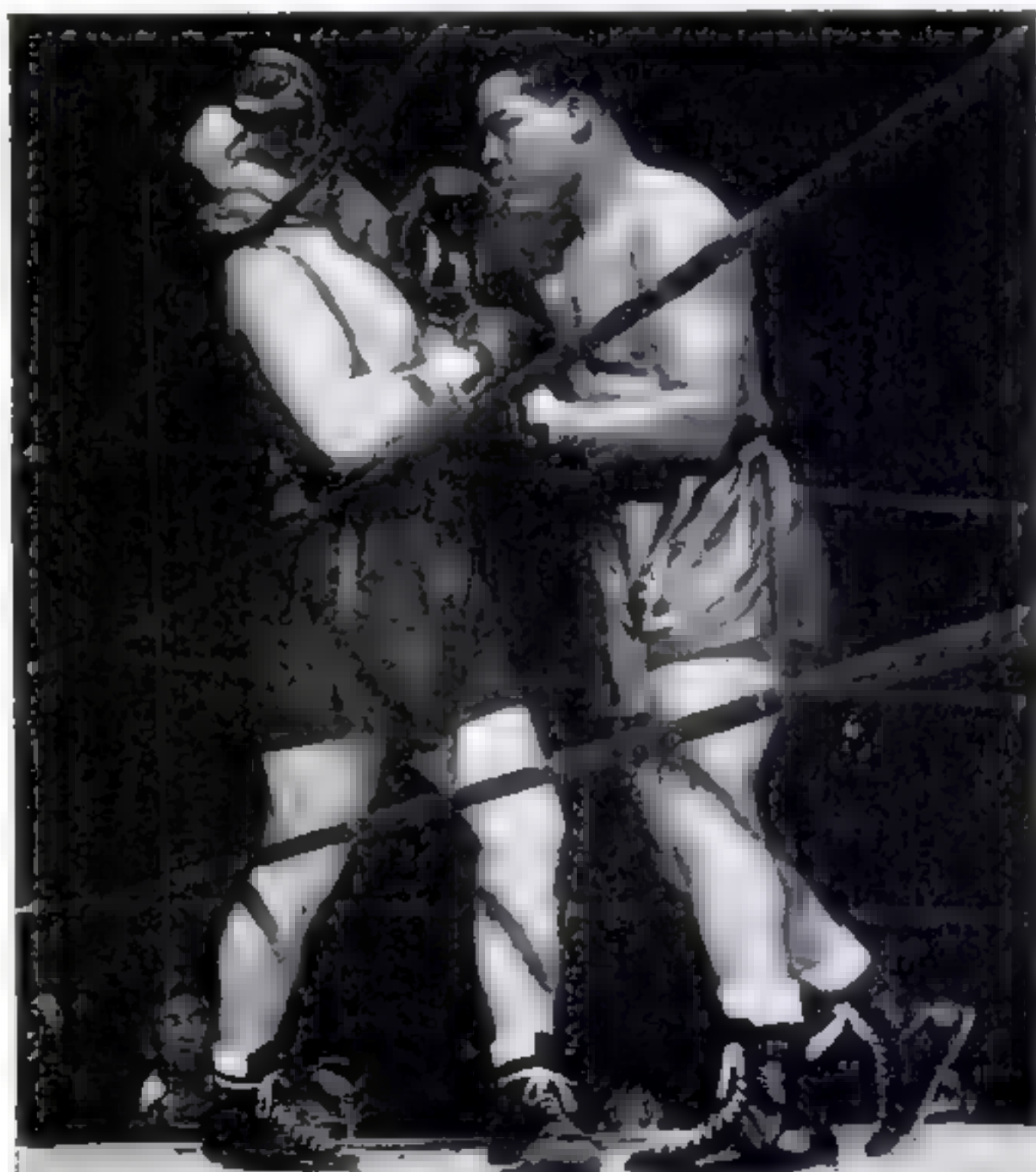
SURPRISED CHAMPION

Joe Louis is staggered by Tami Mauriello's punch but recovers to knock out his opponent

At 10:14:06 p.m., EDT, on the night of Sept. 18, Joe Louis was the most surprised man in the world. He hung on the ropes at one side of the ring in New York's Yankee Stadium, his gloved right hand holding the top strand (see left), and looked wonderingly across the ring at a Bronx bartender whose punch had knocked him there. The bartender was Tami Mauriello, 22, a 10-to-1 shot who was fighting Louis for the heavyweight championship of the world. At the very start of the fight Mauriello had stalked Louis for a few seconds, then let fly a powerful right which had sent Louis into the ropes. But seconds later Louis had recovered from his surprise, fiercely knocked Tami to the floor. Tami got up again, but at 10:15:50 he was knocked down to stay. Afterward, Mauriello kept repeating tearfully, "I just got too goddam careless."



LOUIS IS SMASHED on cheek by a right from Mauriello (right). Some fight experts said if blow had been lower, Tami might have been champion.



LOUIS SMASHES Mauriello in the face unmercifully, driving him against the ropes with a flurry of violent punches which Tami was not able to duck.



DODGER FAN CLASPS HIS HEAD IN ANGUISH AFTER WATCHING CARDINAL CATCHER JOSEPH GARAGIOLA SCORE THREE-RUN HOMER TO MAKE SCORE 6-0 IN FIRST INNING

AGONIZED DODGER

Fans are kept on tenterhooks as Brooklyn fights for league lead

For the last month the frenetic Brooklyn baseball fans have watched in agony as their beloved Dodgers scrambled to regain their lead in the race for the National League championship. Last fortnight, when the league-leading St. Louis Cardinals came to Brooklyn for a three-game series, the Dodgers had a critical chance to take over first place. The Dodgers were 1½ games behind the Cardinals. If they won all three of their games, they would be back on top.

They lost their chance in the first game. As the fans shouted, prayed and tore their hair (see above), the Cardinals won by an overwhelming 10-2. Though the Dodgers came bravely back to win the next two games, the Cardinals left Brooklyn, still in first place. To the Dodger fans the next thing that happened seemed a grim omen. The following day at Ebbets Field, when the Dodgers played Chicago, the game was halted by an almost biblical plague of gnats.

U.S. YOUTH PUSHES ITSELF INTO THE NEWS



"WHIZZER" WHITE A 29-year-old All-American halfback from Colorado State (1938), Byron ("Whizzer") White was ready to get his Yale law degree and take over his fine new job as clerk in the office of Chief Justice Fred Vinson, a post regarded as one of the best plums a young lawyer can get. White, shown above beside a portrait of Justice Holmes, spent two years between college and law school playing professional football and serving in the Navy.



JOHN F. KENNEDY The 29-year-old son of Joseph P. Kennedy, former U.S. Ambassador to Britain, this month campaigned hotly in Massachusetts' 11th District, where he is Democratic candidate for Congress and where, 50 years ago, his grandfather was a representative. He won nomination last June in a slam-bang fight. A PT-boat skipper during the war, ex-Lieutenant Kennedy was shipwrecked on a Pacific island, won Navy and Marine Corps Medal.



MARY ELLEN QUINN Recently she became De Paul University's "Miss I.Q." Picked by a student jury of war veterans who said, "Most pin-up girls are like store-window mannequins," Mary Ellen had an I.Q. of 128 (superior) and a Bernreuter Personality Inventory of 97 (nearly perfect). She also has dark hair, bright eyes and a pretty face, won because she was judged most attractive of 15 contest entrants, each required to have an I.Q. above 120.



ELIHU YALE A Navy veteran was enrolled at university which was named after his ancestor. Young Elihu Yale, who is 22 and lives in Mt. Carmel, Conn., is the ninth-generation descendant of Thomas Yale, uncle of the Elihu Yale whose name in 1718 was given to the university in New Haven. Unlike most servicemen, who are now having considerable difficulty getting into crowded educational institutions, Freshman Yale had no trouble in getting into Yale University.



"DRUCIE" SNYDER When Margaret Truman found herself unable to spare time from her singing lessons to act as queen of the 15th annual President's Cup Regatta, the regatta committee chose the capital's No. 2 daughter, 21-year-old Edith ("Drucie") Snyder, whose father is Secretary of the Treasury. Drucie presided over races and contests on the Potomac River posed wearing regal ermine cape (above) with Admiral of the Fleet Chester Nimitz who

crowned her, and her ladies in waiting in the Shoreham Hotel. Above, back row, left to right: Patricia Hannegan, Postmaster General's daughter; Jocelyn Freer, Federal Trade Commissioner's stepdaughter; Admiral Nimitz; Gabriela Mora, Chilean Ambassador's daughter; Mary Calvert; (center row) Jane Lingo, Margaret Truman's best friend; Queen Drucie; Elena Mora, Gabriela's sister; (front row) Marian Cummins, Nora Martins, Brazilian Ambassador's daughter, Laurita Braden, Assistant Secretary's daughter.



ROOSEVELT CABINET of 1937 was composed of (clockwise from the President) Morgenthau of Treasury,

Attorney General Cummings, Swanson of Navy, Wallace of Agriculture, Perkins of Labor, Vice President

Garner, Roper of Commerce, Ickes of Interior, Postmaster General Farley, Woodring of War, Hull of State.



HENRY WALLACE, on day he became a private citizen after 13 years in Washington, poses with left hand on stack of messages praising his speech, right hand on messages denouncing it.

WALLACE GETS FIRED

His fight with Byrnes forces President to cut off a useful source of left-wing votes

On Sept. 12, at a left-wing political rally in Manhattan, Commerce Secretary Henry Wallace stood up and declared that his fellow Cabinet member, Jimmy Byrnes, was following a "get tough with Russia" policy that could only lead to war. Secretary Byrnes, attending the peace conference in Paris, maintained the impotent silence of a man whose throat has just been slit by a relative. But all over the world statesmen broke into noisy and bewildered debate. Was Byrnes being disavowed by his government? Did the U.S. have one foreign policy or two—or none?

In answering these questions Harry Truman faced a more difficult decision than most news stories, concentrating on the remarkable blundering and double-talk that surrounded the incident, pointed out. As leader of the nation, Mr. Truman obviously had to support Byrnes, whose "patience and firmness" with Russia (not just a "get tough" stand as Wallace erroneously interpreted it) is accepted bipartisan policy. Yet as leader of the Democratic party, Mr. Truman badly needed the services of Wallace.

Visionary Henry Wallace was the sole survivor of the old New Deal which Franklin Roosevelt held together as an explosive coalition of the Solid South, big city Democratic machines, the independent vote, labor and the extreme left. This coalition is now blowing apart and the Democrats are in deep trouble in this year's congressional elections. Against a complete disintegration, Wallace, long a darling of P.A.C., was counted on to hold the left-of-center vote. So President Truman tried to arrange a compromise: Wallace would stay in the Cabinet but keep quiet on foreign policy for a while. After two days of reflection and a teletype conversation with Byrnes, the absurdity of this arrangement was all too clear. Apparently without personal regrets but with grave political qualms, Mr. Truman finally asked Wallace to resign.

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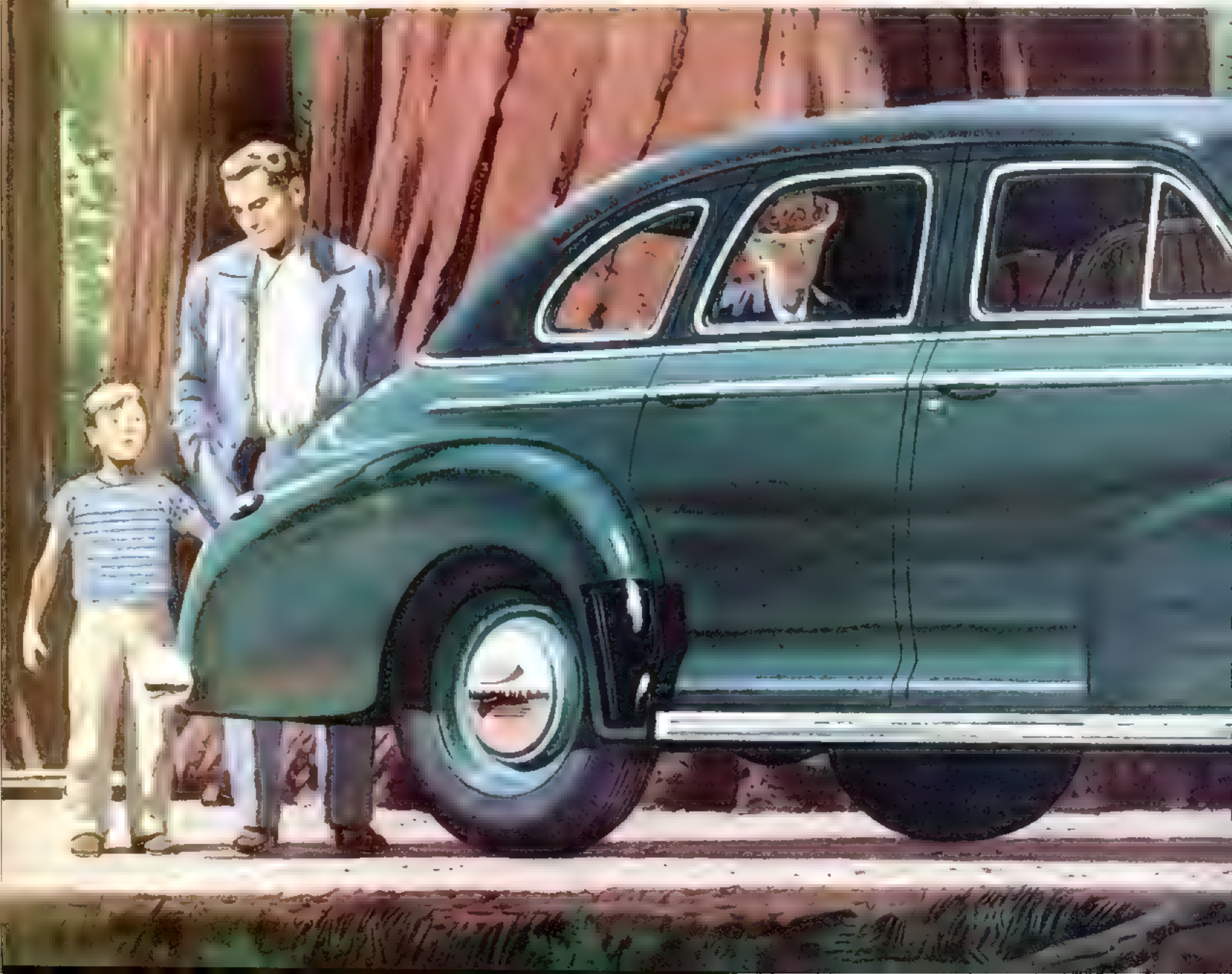
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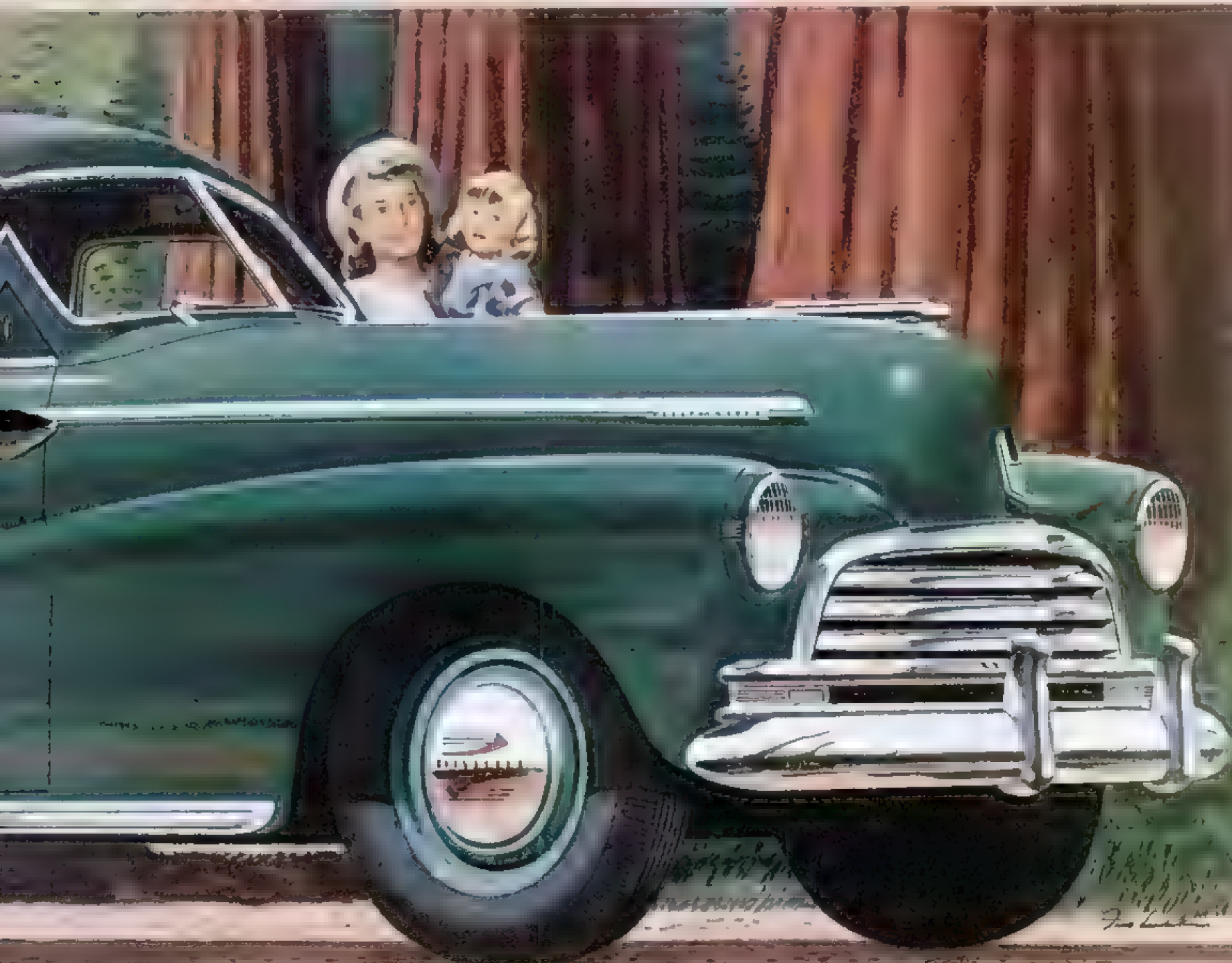
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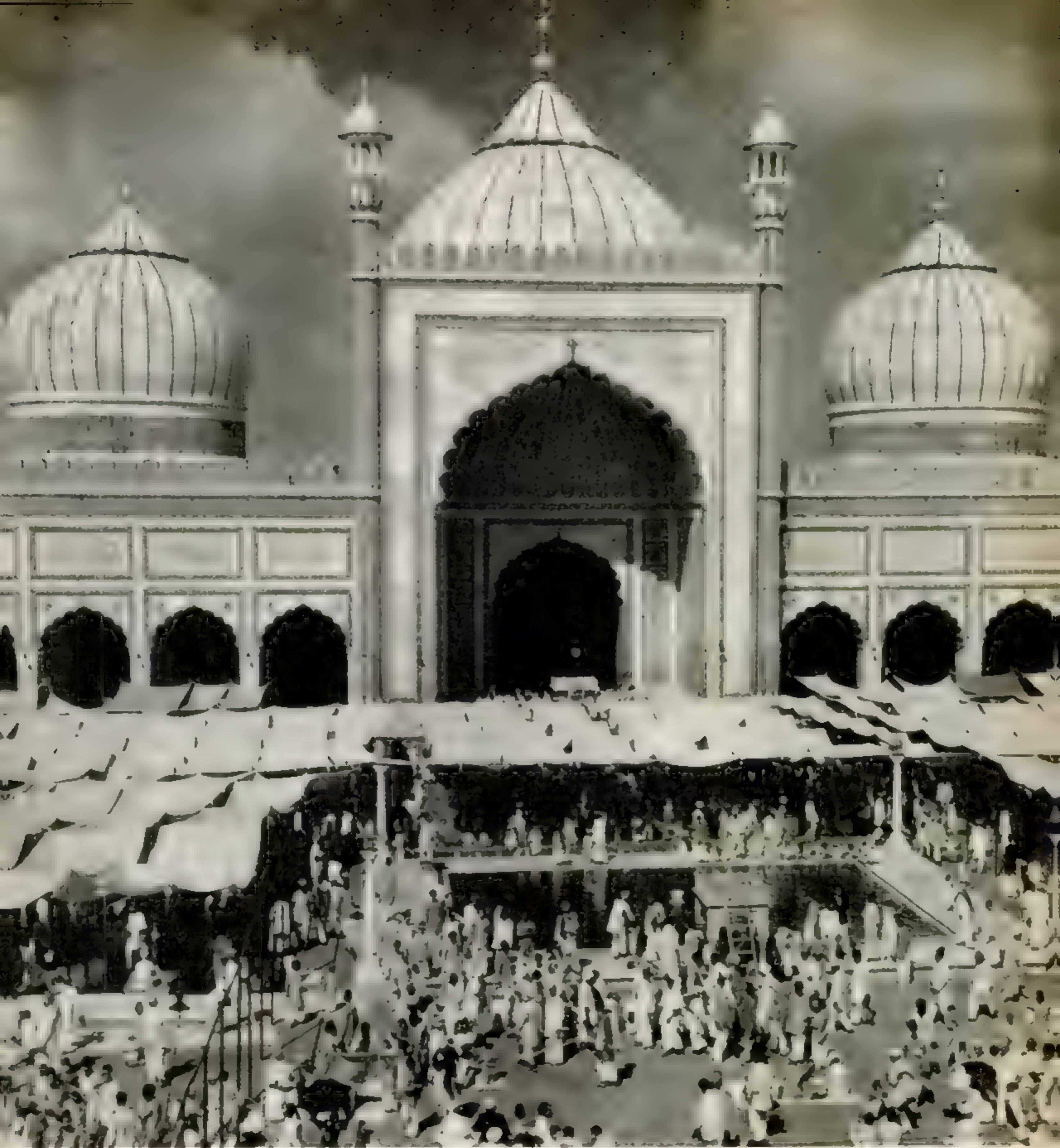
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WORSHIPERS STAND IN THE BEAUTIFUL COURTYARD OF INDIA'S LARGEST MOSQUE, JAMI' MASJID, WHICH WAS FINISHED IN 1658 BY BUILDER OF THE TAJ MAHAL

MOSLEM PRAYERS

India's "true believers" celebrate end of fasting with mass prayers

To the world's Mohammedans, who are one tenth of the world's population, the day of Id-ul Fitr, on which the month-long fast of Ramadan is ended, is one of the most sacred in all of their carefully observed religious calendar. This year Id-ul Fitr, which fell on Aug. 29, was of special significance in India where 94,000,000 Moslems are engaged in bitter political conflict with the Hindus. On the holy day the Hindu-Moslem rioting had already stopped, but some of the Moslems, as an unusual gesture, con-

ducted prayers outdoors in the streets (see p. 39).

In India's capital, Delhi, on the feast day, 250,000 "true believers" crowded into Jami' Masjid, country's largest mosque, to offer prayers to Allah the Protector and Bearer and to go through the elaborate ritual of Mohammedan prayer which ends their fast. Though interiors of the mosques are rarely photographed, LIFE's Margaret Bourke-White was permitted into beautiful Jami' Masjid to take the photograph above and the one on the next two pages.



FACING TOWARD MECCA, Islam's Holy City, worshipers prostrate themselves in silent prayer to Allah. Most of the standing figures are women who customarily do not

pray in mosques since Moslems assign women to a strictly interior status. On entering a mosque devotees form rows four feet apart thus allowing space for prostrating them-



selves. Each is responsible for keeping rows straight. Though mosques are most crowded on special religious days, all Moslems are supposed to pray five times a day—at dawn,

at noon, in the afternoon when the shadow of any object is double its height, at sunset and once during the night between the fading of twilight and the beginning of dawn.

Moslem Prayers CONTINUED



OUTDOOR PRAYERS are offered by Moslems packed into Dharmatolla Street in downtown Calcutta. The photographs on this page illustrate three of the five positions assumed by Moslems in prayer. Above: the worshippers are about to assume the first po-

sition, called Qayaam, standing with heads bowed and hands joined reverently. On this day they are supposed to harbor no other thoughts than of Allah and of good will toward all His creatures. On same day Hindus celebrate feast of elephant god.



SECOND PRAYER POSITION is taken after priest reads stanza from Koran. Devotee bends forward stiffly with his open palms resting on his knees and repeats three times, "Holy is my Lord, the Magnificent." Then the imam, or high priest, replies, "God

hears him who praises him." At this, devotee stands erect getting ready for third position. Such ceremonies move with almost mechanical precision because Moslems pray so often they are accustomed to adjusting movements to other worshippers.



THIRD PRAYER POSITION, called Suda, is prostration. Worshippers touch noses and foreheads to ground, with their palms also on the ground. These three positions are repeated once again. Then worshippers assume the fourth position, kneeling but

resting back on their feet, and finally the fifth, which is the same as the fourth except that the hands are extended in supplication. Street prayers such as above are rare, were probably staged for political reasons to impress Hindus of Moslem strength.

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Your rugged Royal tread goes into action the instant you touch your brakes, cuts through treacherous road film to get a grip and hold. It digs in on the curves and guards against side-skids. Its sure-footed stopping power means extra safety and confidence whenever you drive.

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It gives you longer wear—for it runs cooler on the road, keeps down internal heat that cuts tire life short.

It rolls you along more easily—it's a lighter, more flexible tire that cushions the bumps, smooths out rough roads.

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INTO THIS NEW POSTWAR TIRE have gone nearly 20 years of rayon cord research by "U. S." scientists—scientists who developed the first rayon truck tire that shattered every mileage record during the war years. This record-breaking rayon tire has now been built in many passenger car sizes.*

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secretions and bits of digested vegetable matter. In the course of a few years the million or so worms in an acre of pasture will aerate, grind and enrich every grain of earth in that acre to a depth of a foot or more.

The powerful chemical fertilizer, not the robin, is the worm's greatest enemy. In recent years it has poisoned worms in such huge quantities that the world's worm population today has shrunk, but it still numbers in the trillions or quadrillions.



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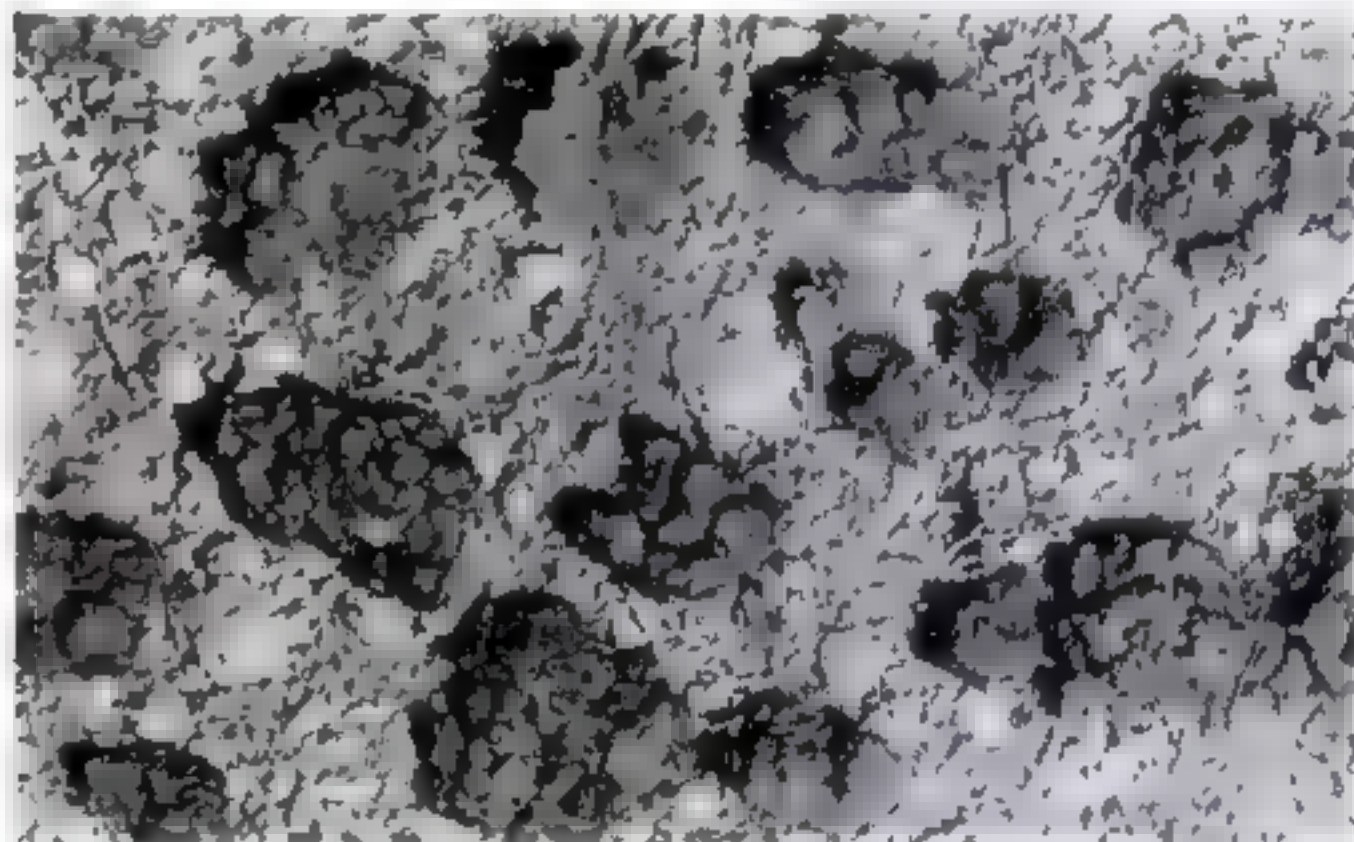
Right:
Pin Morocco Coat.
3-Way Model.

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SOD SECTION with worm tunnels running up between grass roots will absorb two inches of rain in 15 seconds. In solid soil this takes up to two hours.



WORM MANURE is highly prized. California florists will pay fancy prices for it. In California also is situated one of America's largest worm ranches.



PLANT GROWTH is stimulated by worms. Pot at right contains worms, pot at left no worms. A month ago the two crassula plants were the same size.

CONTINUED ON PAGE 34

The 12-inch Schoolhouse



HERE'S a new kind of schoolhouse . . . where nobody tries to learn and everyone learns without trying . . . where great artists become teachers too.

Here, on Decca Records, are enchanting excursions into storyland . . . those trips we promised you through the wonder world of poetry, drama and literature. Behind us lies a break with tradition . . . ahead lie still more frontiers. For other classics America loves are yet awaiting the magic of sound.

We shall record these classics for you and your children. The familiar voices of beloved personalities will bring to life all the story-book characters who lived in your childhood. They'll live again . . . on Decca Records.

Listen and learn . . . and love it . . . with

Decca Records



THE PIED PIPER OF HAMELIN. The enchantment of Ingrid Bergman recreates the spell of this moving legend. 4 sides. 10 inch. No. DA-450 . . . \$2.50



CINDERELLA. New fascination in the verse of Alice Duer Miller and narration of Edna Best. 6 sides. 10 inch. No. DA-391 . . . \$2.75



THE HAPPY PRINCE. Bing Crosby as the Happy Prince in ageless fairy tale narrated by Orson Welles. 4 sides. 10 inch. No. DA-420 . . . \$2.50



TALES OF THE OLYMPIAN GODS. Adventures of Apollo and other heroes brought vividly to life by Ronald Colman. 6 sides. 10 inch. No. A-475 . . . \$3.50



TREASURE ISLAND. Swashbuckling tale of high adventure. Stars Thomas Mitchell as Long John Silver. 6 sides. 12 inch. No. DA-409 . . . \$3.85

Prices do not include federal, state or local taxes.

All with full musical accompaniment

"Decca" Reg. U. S. Pat. Off. © 1945, Decca Records, Inc.

Of course it caught your eye...

Every man who knows pipes likes the looks of a Sportsman. That unique natural-burl finish is partly the reason. But mostly, it's the way a Sportsman is fashioned. That's fine imported bruyere you see—and there's plenty of it in bowl and shank, to absorb the heat and cool your smoke. If you want a long smoke—and a cool, sweet one—put your tobacco in a Sportsman.

SPORTSMAN

Champion of Pipes



From \$5 to \$15 in a wide range of shapes and styles, at better stores.

JOHN HUDSON MOORE, INC., 60 FIFTH AVE., NEW YORK 22

Outstanding

on the
AMERICAN SCENE



The Tapp

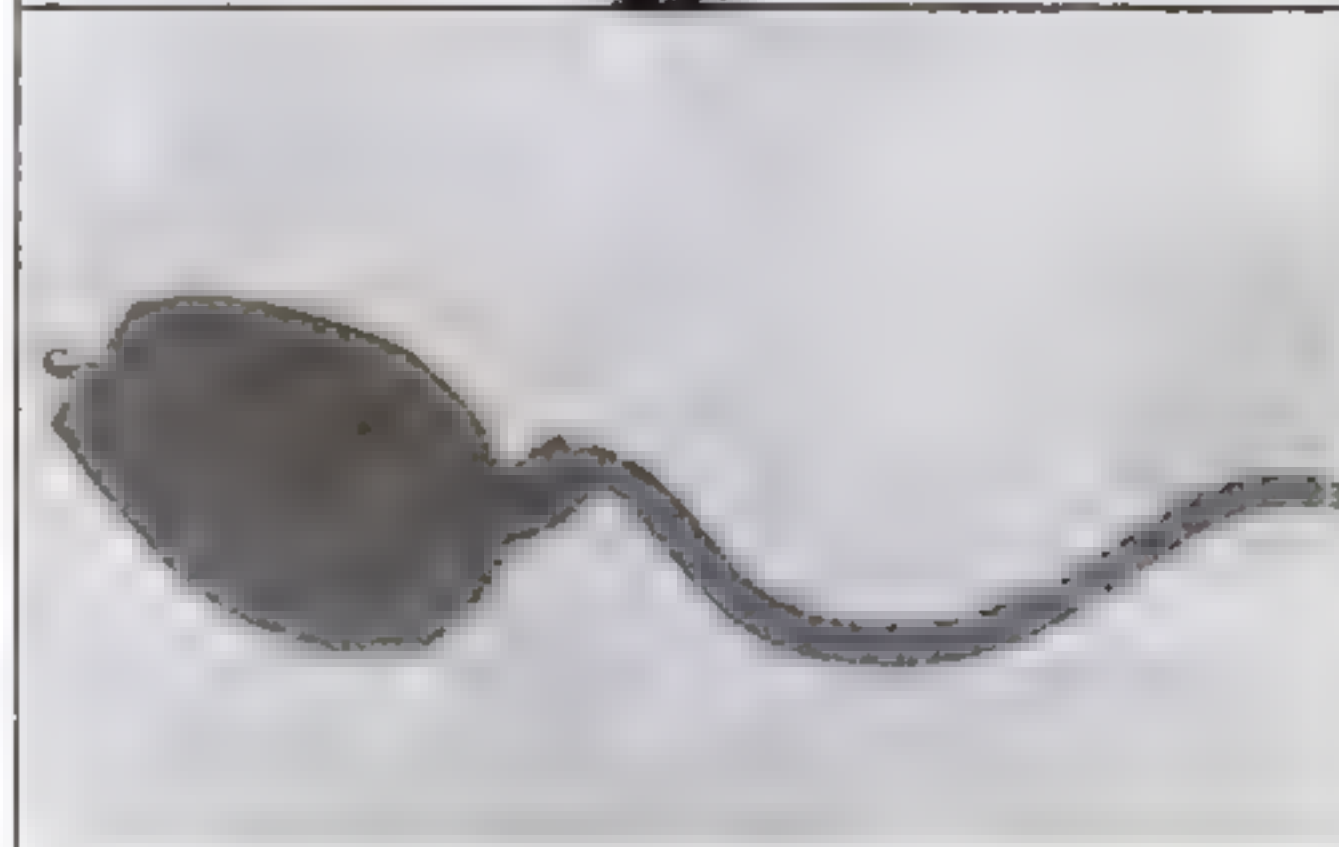
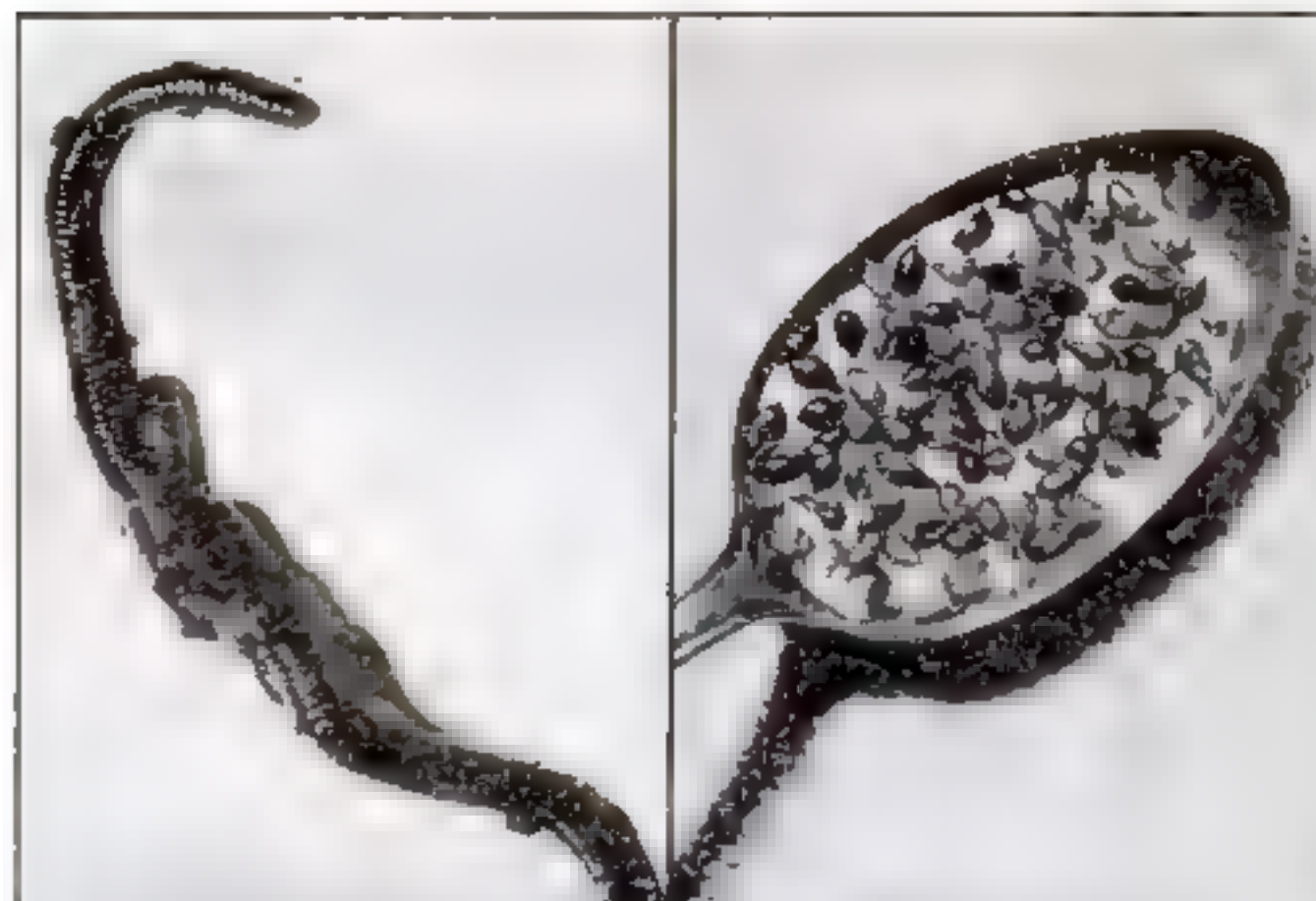
American Gentleman Shoes have "plenty on the ball." Their outstanding styling, workmanship, fit and comfort make them World Champions with American gentlemen everywhere! Write for name of nearest dealer.

American
Gentleman
SHOES

An Outstanding Value

AMERICAN GENTLEMAN DIVISION Craddock Terry Shoe Corp., Lynchburg, Va.

The Earthworm CONTINUED



HERMAPHRODITISM (having both male and female sex organs) permits worms to exchange sperm cells simultaneously (top left) while mating. Each worm has a band around it containing eggs (top right). The band slides forward, finally drops off worm's nose to form egg sac from which baby hatches (below).



REGENERATION is highly developed in worms. Above: worm's head has been removed. Fourteen days later (below) it has grown a new head. If more than 15 segments of head are cut off, the worm will die. Worms also grow new tails. However, the old tails do not become new worms, despite popular belief.

Little red Schoolhouse — modern style

Johnny's father is a farmer—as was his father before him.

But if Johnny becomes a farmer, it will be at his own choice—and he'll be a better one than his Dad or Granddad.

Every morning, Johnny tears off to a school bus and rides over smooth, good roads to an up-to-date centralized schoolhouse.

There he gets an education that opens up countless careers for him—including, if he likes, a fine one in modern scientific agriculture.

We can thank the motorized age we live in for all this—but *what motorized the age?*

Very simply—it was the willingness of companies like General Motors to plow back large portions of their earnings into product improvement, plant expansions, steady development of goods and jobs.

The search for profits gave constant spur to progress—and the Little Red Schoolhouse is being rapidly swept away as one result.



There are other results all around you.

Pleasant suburban communities. Swift over-the-road travel and transport. Factories. Jobs. Fatter pay envelopes. Thousands of car dealers and their local businesses.

Dividends for stockholders came too. In General Motors' case, dividends for some 425,000 stockholders.

Their share has been modest, averaging, over the past 29 years, about 7½¢ on each sales dollar. In the war years it was only 3½¢.

All of this illustrates clearly how greatly *all the people* profit when a business prospers.



GENERAL MOTORS

"MORE AND BETTER THINGS FOR MORE PEOPLE"

*The People profit
when a Business prospers*

On the Air: HENRY J. TAYLOR, coast to coast,
twice weekly. See your local newspaper
for time and station.

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • BODY BY FISHER • FRIGIDAIRE • GMC TRUCK & COACH • GM DIESEL

Walt Disney
presents

AN EPOCHAL EVENT IN SCREEN HISTORY

SONG OF THE SOUTH

*His first live-action feature... a great musical drama
in Technicolor including animated tales of*

UNCLE REMUS

RUTH WARRICK
LUANA PATTEN
BOBBY DRISCOLL

What this new Disney musical drama is like:

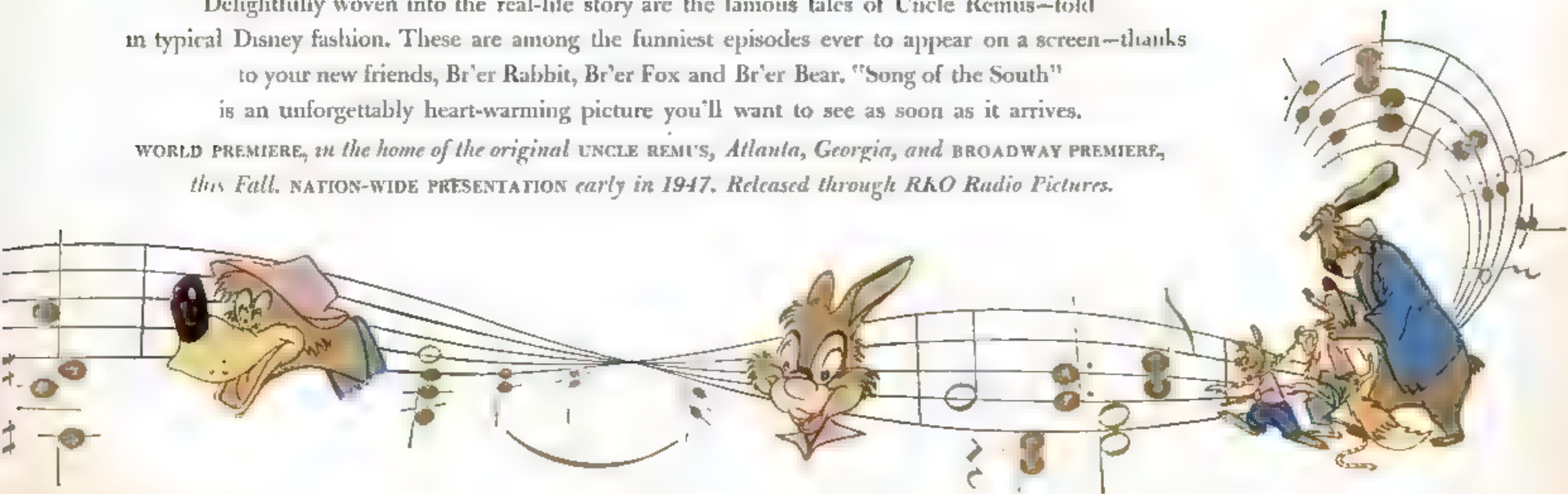
For the first time Walt Disney turns his talents to the creation of a romantic live-action picture. Photographed in Technicolor, it's a wonderfully heart-warming musical drama of the Old South. You'll meet new stars—Bobby Driscoll, Luana Patten, James Baskett and a host of others—you'll hear 10 new song hits, including "Everybody's Got a Laughing Place."





Delightfully woven into the real-life story are the famous tales of Uncle Remus—told in typical Disney fashion. These are among the funniest episodes ever to appear on a screen—thanks to your new friends, Br'er Rabbit, Br'er Fox and Br'er Bear. "Song of the South" is an unforgettably heart-warming picture you'll want to see as soon as it arrives.

WORLD PREMIERE, in the home of the original UNCLE REMUS, Atlanta, Georgia, and BROADWAY PREMIERE, this Fall. NATION-WIDE PRESENTATION early in 1947. Released through RKO Radio Pictures.



Niblets WHOLE KERNEL BRAND **Corn**

The leaves are turning, smoky Indian summer is here, and a golden new pack of Niblets Brand Corn is ready!

This corn is grown from an exclusive kind of seed, D-138, with tall, juicy kernels on a slender cob.

It's "Eatin' Sunshine" in a Green Giant can. Serve it soon!

Minnesota Valley Canning Company, headquarters, Le Sueur, Minnesota, Fine Foods of Canada, Ltd., Toronto, Ontario.



*Packed at the fleeting moment
of perfect flavor*

U.S. PAT. 2,111,111



MURRAY DEMONSTRATES A STEP TO TEACHERS' CLASS. THEY HAVE THREE-WEEK TRAINING BEFORE TACKLING THEIR FIRST CUSTOMER

Arthur Murray

A bashful wallflower who became the world's No. 1 dancing master is teaching thousands of ex-GIs to rumba and Lindy at government expense

by ROBERT SELLMER

GIS in their foxholes, the way the ads used to tell it, passed their few sleeping hours dreaming about mother's cooking or Rover, the faithful terrier they left behind. But to judge by the number of veterans now attending the Arthur Murray Dance Studios under the GI Bill of Rights, what they really dreamed about was learning to tread a graceful rumba. Murray, who calls himself "The World's Most Famous Dancing Teacher," has thousands of them pirouetting experimentally in his studios at government expense and he expects to produce at least 100,000 finished products within the next year.

The idea started as a joke. Early this year, a former GI who was polishing up his samba in Murray's New York studio remarked wryly that Uncle Sam should be footing the bill under the GI Bill of Rights. It had not previously occurred to Murray that a dancing school might be officially regarded as an educational institution. But, sighting a gold mine, he had a lawyer look up the terms of the GI Bill of Rights and concluded that a veteran studying to be a dancing teacher could qualify for government payment. A modest ad in the New York Times brought several hundred applicants and by April the first class of ex-servicemen was dipping, swaying and Lindy-hopping all at Uncle Sam's expense.

GI students sign for the Murray course theoretical-

ly to become dancing instructors, but very few actually intend to teach dancing. This fact has engaged the attention of certain columnists, who foresee that Congress will be interested in uncovering a juicy boondoggle. To Murray the project is no boondoggle. He takes dancing seriously, as befits a teacher whose 72 studios, scattered from New York to Hollywood, gross more than \$20,000,000 a year. He feels that since nowadays a man never knows when he may have to mix business and pleasure, the ability to dance is a valuable asset.



ARTHUR MURRAY

Every month 3,500 Murray teachers give 500,000 lessons. Fees range from \$4 to \$10, depending on the length of the course. Most pupils demand maximum results in minimum time. To satisfy them Murray has reduced dancing to an exact science. His detractors, chiefly professionals, say, "Murray doesn't teach people to dance; he just teaches them to move to music." But the average pupil is delighted to achieve that much. Too many of them, Murray is the first to admit, are so gratified to find themselves moving rhythmically around a dance floor that they stop their lessons prematurely and launch themselves in public with no more than three elementary steps and the ability to keep their feet in time.

Murray based his system on an analysis of hundreds

MURRAY'S BASIC STEPS

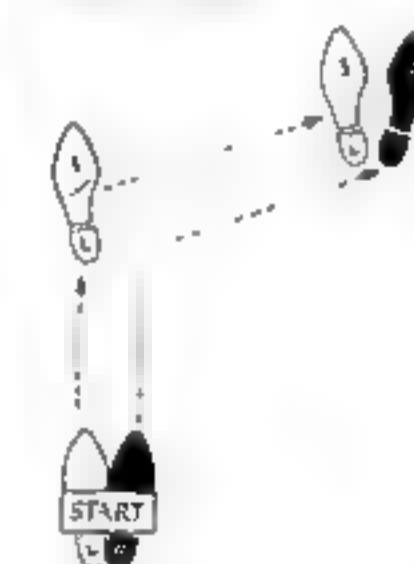
Fox Trot



1) Step forward with the left foot. 2) Step forward with the right foot. 3) Step to left side with the left foot. 4) Bring the right foot up to left foot.



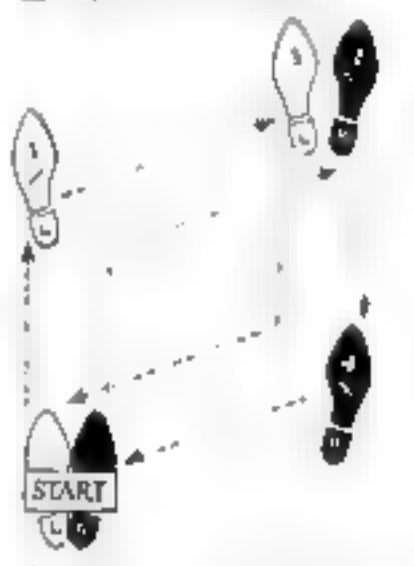
Waltz



1) Step forward with the left foot. 2) Step forward to the right side with the right foot. 3) Draw the left foot up to right foot.



Rumba



1) Step forward left. 2) Right foot to right side. 3) Bring left foot to right. 4) Step back right. 5) Left foot to the left side. 6) Bring right foot to left.



Tango



1) Step to left with the left foot. 2) Cross right foot over left. 3) Step on left foot. 4) Step to right side with right foot. 5) Bring left foot up to right.



of established dance steps. He is still slow to accept new ones. He taught the original Arthur Murray rumba for nine years, growing increasingly depressed every time he watched it or even danced it. Finally he junked it altogether and worked out the completely different routine he now teaches. This leaves students of the original version in an awkward position, but Murray's conscience is clear. He believes that after all this time they have either learned to adapt themselves or stopped dancing altogether.

Teaching is not the hardest part of making money out of dancing. Breaking down the embarrassment that most people suffer at the prospect of going to dancing school is even harder. Rudy Vallee, an early pupil, demanded absolute privacy, excluding Murray himself. Even this concession failed to calm him and after a few lessons he withdrew in confusion.

Murray's advertisements attack this reluctance on the part of prospective pupils, three quarters of whom are men. After raising a reader's hopes with vistas of social popularity, they assure him that the course is painless and the knack of dancing quick to acquire. The studio's telephone number is prominently displayed so that a timid male can inform himself about the details at a safe distance, and plausible girls are at the other end of the wire to calm his fears when he phones. To spare him the gaze of his fellow men, there are freight elevators to deliver him, unobserved, to his teacher.

Once lured into the studio, he is deftly fed through the Murray assembly line. The processing is begun by a receptionist who gauges the degree of his shyness and sales resistance. After a few brisk, cheerful questions she assigns him to an inner cubicle occupied by an interviewer best suited to understand his temperament. The interviewer, an attractive, subtly aggressive girl, plies him with questions to determine his personality.

Eventually she exposes her prospect to some slow, simple music and invites him to try a few steps with her. After the first dance, she looks up at him wide-eyed. "My, did you know that you have just *lots* of natural rhythm?" she asks. They sample a rumba. "Well!" she says, "You have real *natural* coordination." Since the interviewer is an expert who could dance gracefully with Primo Carnera, her partner begins to believe that dancing is pretty easy after all. Before he knows it he has signed up for a course, often for as many as 100 lessons at \$5 each.

Resistance to the longer courses calls for subtler tactics. Should the pupil feel that 10 lessons will do him, he is reminded that before he can expect to master the rumba he must first learn the waltz and the fox trot. Prices are scaled to make long courses look cheap, short ones costly, and the first lesson is offered free. Few pupils can resist.

They always come back for more

EVEN after a pupil has completed one of the longer courses he is not necessarily lost to Murray forever. At the end of an average course, when he may fancy himself a pretty nimble dancer, the teacher will begin shaking her head sadly. "Gosh," she will exclaim, "what a *crime* for a man who can rumba as well as you do not to be able to tango, and heavens, the way you dance you could pick up the samba in no time at all." Nine times out of 10 this approach melts his resistance and, unless he is flat broke, he agrees to another 20 lessons. If all blandishments prove unavailing, the teacher is armed with amiably reproachful form letters.

Murray believes that virtually anybody can learn to dance. "I've met only three people who couldn't keep some sort of time to music, and they were patients in mental hospitals," he says. "If a man can keep time to music, I can teach him to dance. I don't mean I can turn anybody into a De Marco, but I can train him to get around a dance floor without self-consciousness and make him enjoy it at the same time."

The secret of this system is basic simplicity with clever elaborations. The "Arthur Murray magic step" (two slow steps forward, two quick ones to the left, is rigorously drilled into the pupil during his first lessons. Minor variations are then added, but so gently that the pupil thinks he is still doing the old "sl-o-o-w, sl-o-o-w, quick-quick." Twenty lessons later he may be doing a "conversation and corkscrew," which bears no relation to the "magic step," but he tackles it with a cheerful optimism he would never feel if he suspected it was brand new.

Murray never considers any teacher, male or female, fully trained. He conducts several dancing sessions a week for his New York staff and summons his branch managers to the city twice a year to bring them up to date on the popular trends. The appointment book carried by each teacher is dotted with homilies on her art. Most of them exhort her to praise and stimulate her pupils but a few deal with sterner realities such as, "Do you really think that peppermints can disguise onions?" or "Your clothes will smell fresher if dry-cleaned regularly." Prospective teachers are required to take a complicated psychological examination called the Bernreuter Personality Test, and only those shown to be healthy extroverts need apply for a job. To help them keep healthy Murray provides them with milk between lessons, insists on regular medical checkups, gives them \$50 to \$180 a year as an annual clothing allowance and pays them hourly rates totaling \$50 to \$70 a week, depending on their skill in cultivating steady customers.

No dancing school can be too careful about avoiding scandal, and Murray's supervisors immediately cancel the course of any over-amorous pupil. Murray discourages even innocent social engagements between teachers and pupils, but he cannot completely control his instructors' private lives. Quite often Murray teachers intermarry and, in spite of the master's prejudice against instructors' and customers' mingling socially, many teachers have married their pupils.

The backbone of Murray's clientele is the ordinary citizen, but a considerable assortment of celebrities have also confided their dancing education to him, among them Paul McNutt, Sylvia Sydney, the Duke of Windsor, Walter Winchell, Bing Crosby, DeWitt Wallace, Henry Morgenthau, Freddie Bartholomew, Gene Tunney and Gracie Allen. Business competitors like Hattie Carnegie and S. Klein have taken lessons in adjoining cubicles. Lily Dache is a Murray product, but the master complains that she still designs hats that interfere with serious dancing. Cornelia Otis Skinner once related, in a satiric *New Yorker* piece, how humiliation forced her to give up the course after three lessons. Murray's records show that she stuck it out for 27. Katharine Hepburn, another difficult pupil, swore after every mistake she made.

Some celebrities enroll under assumed names, but this device occasionally backfires. Ingrid Bergman entered Murray's Hollywood branch incognito but was piqued when nobody recognized her. She demanded a second teacher

Recall the Thrill of your First Longies? You've another Great Thrill Coming!



NOW-THRILL TO THE WATCH THAT ACTUALLY WINDS ITSELF!

You can't help being thrilled...

by the 17-jewel Croton Aquamatic! Because—year after year—it performs the miracle of keeping accurate time, yet *never requires winding!* That means your watch will never again stop (or slow down) because you forgot to wind it.

It's all so simple

A tiny patented device inside the watch stores up energy created by the easy, ordinary motions of your wrist—when you walk, talk and eat. So, without your realizing it, Aquamatic continually winds itself! No wonder many watchmakers believe *all* wrist watches eventually will be the self-winding type.

The Aquamatic loves water!

You can safely wear it while swimming or bathing, in any kind of water, hot or cold. It's *completely waterproof*, including the strap. And it's dustproof and shock-resistant, as well.



Left—Regular Sweep Second \$45⁰⁰ Plus Taxes

Right—Model B Sweep Second \$49⁵⁰ Plus Taxes

Croton
AQUAMATIC
SELF-WINDING
WATERPROOF

Your dealer will show the complete group of Croton Watches for men and women. Famous nearly 70 years. For free booklet, write Croton Watch Co., 48 West 48th St., New York 19, N. Y.

13.5% MORE ACCURATE—yet costs less than the average price of other finely made watches. In impartial tests by an *independent* laboratory, 3 Aquamatic *stock* watches averaged 13.5% more accuracy than 9 well-known watches wound by hand.

WATERPROOF—the only watch *certified* waterproof. Wear it in any water. It's wearproof, dustproof, tarnishproof.

SHOCK-RESISTANT—Designed to withstand jolts and jars that would seriously damage less sturdy timepieces.

UNBREAKABLE CRYSTAL—Durable glass crystal can't be shattered.

RADIUM DIAL—Hands and numerals gleam in the dark, look crisp in the sun.

★ ★ ★

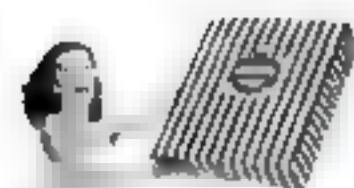
Aquamatic really is the *thrilling* watch—as a well-deserved present to yourself—or as a gift to someone you want to overjoy. Aquamatics are still scarce, but why not order yours *now* and hasten your thrilling first day with a 17-jewel Aquamatic!

CROTON AQUAMATIC

Is the only watch independently tested and certified waterproof by the United States Testing Co., Inc.

© 1944
Croton Watch Co., Inc.





it's oh! so different

so softly warm...

yet light as a whisper...

A blanket you want to burrow in!

It's the wonderful Purrey blanket... Restfully light... Yet proven warmer by scientific tests than many blankets costing up to twice as much! It comes in singing colors—as pure and lovely as the most expensive blankets made. It gives you a luxurious, 90-inch, extra tuck-in length and it's guaranteed against moth damage for 5 years! The secret of this amazing blanket?... A new invention that combines 86 1/2 fine rayon with only 12% wool. See the marvelous Purrey Blanket today!



PURREY
by
Nashua

40 WORTH STREET NEW YORK 3

ALSO BY NASHUA: WELWYN VIRGIN WOOL BLANKETS • INDIAN MAIDEN SHEETS • DWIGHT ANCHOR SHEETS • INDIAN HEAD COTTON
Purrey Blankets, invented at the Nashua Mfg. Co., Nashua, N. H., are protected by U. S. Patent Number 2,208,533



SAMBA STUDENTS must master the basic waltz step before learning this South American rhythm. Signs on doors guide students to proper classrooms.

MURRAY CONTINUED

when the first one, in answer to her coy question, replied, "No, I don't think you look especially like Ingrid Bergman." John D. Rockefeller Jr. studied dancing under his own name but took all his lessons at home, cautiously drawing the shades. John A. Hartford, head of A & P, was a regular pupil, explaining apologetically that he needed the exercise. One of Murray's most imperturbable pupils was Mrs. Franklin D. Roosevelt. Her only complaint was that the course was not strenuous enough.

Murray attracts many of his pupils through his booklets on dancing, which are given away as premiums by various manufacturers. Wheaties is the sponsor of the moment. Simon and Schuster, the publishers, after solemnly testing each lesson themselves, spread Murray's name further by bringing out his book of dancing. Even *Encyclopaedia Britannica's* section on modern dancing is signed A. Mu. The result is that 9 out of 10 would-be dancers turn to Murray under the impression that there is no other dancing teacher.

Nobody sympathizes more with the average man's timidity about dancing than Murray himself. Despite his belief in publicity, in private life he is a bashful type. Bald, with a receding chin and a slight speech impediment, he shrinks from large gatherings and personal contact with strangers. He lives retiringly in an unlavish apartment on Park Avenue, venturing out chiefly for business reasons. The one exception to his hermit-crab nature is his love for strolling in Central Park. An amateur photographer of some skill, he has made a hobby of watching for couples who are taking each other's picture and obviously longing for someone to take one of them together. His bashfulness in abeyance, he goes up to them, offers to do the job and, after clicking a shot or two, hands them back the camera with a small bow. "Tell your friends," he says, "that you had your picture taken by Arthur Murray," and then wanders off, suffused with a warm, Haroun-al-Raschid glow.

His first dance

THE World's Most Famous Dancing Teacher grew up on New York's lower East Side, poor, shy and scared stiff of dancing. He was born Murray Teichman 51 years ago, the son of a baker who took a flier at real estate just in time to be ruined by the crash of 1907. In his early teens Murray went to Morris High School by day, studied draftsmanship at Cooper Union by night and worked at odd jobs in his spare time.

This schedule left little time for learning to dance, even if he had wanted to. A kindly classmate changed all that during a school dance. Dragging him out of a corner, she forced him to stumble through his first dance. From then on Murray was insatiable. Unable to afford the price of admission to dance halls, he crashed dances at East Side weddings. Pretty soon he was proficient enough to earn \$1 a night as a dance-hall instructor.

By 1914 he had saved enough money to take lessons himself at Castle House, the school run by Vernon and Irene Castle. While there he struck the fancy of another instructor, a Baroness de

CONTINUED ON PAGE 46

"Soft as a star-sung serenade,
her *White Hands* weave
the melody"



**Wring a mop
and still have white hands?
Yes, it's possible!**

Of course, housework is hard on your hands... but that's no reason for having unattractive red hands! Try Pacquins... this fluffy-light fragrant cream brings a look of fresh beauty to work-worn rough hands... they'll seem whiter, softer, smoother... Mm-mm—so sweet to hold!



**Doctors and Nurses use
this extra-rich cream!**

Pacquins was originally formulated for Doctors and Nurses. They have to scrub their hands 30 to 40 times a day. To keep hands soft and smooth... they need a cream that's super-rich. And that's just what Pacquins is! No matter what kind of "housework beating" your hands take... use Pacquins... See if your hands don't look soft and lovely!

● Creamy-smooth... not sticky, not greasy. Try this snowy, dainty cream just once. That's all it takes to show you the reason why more hands use Pacquins than any other hand cream in the world!



Pacquins **HAND CREAM**

AT ANY DRUG, DEPARTMENT, OR TEN-CENT STORE



If he's retreating
like this

Instead of
entreating like this



TRY THIS

MORAL: Everybody's breath
offends sometimes. Let Life
Savers sweeten and freshen
your breath—after eating,
drinking, and smoking.



Only 5¢



TIRED TEACHERS relax between lessons in an attractive lounge designed by Dorothy Draper. Average teacher is 25, has had at least two years of college.

MURRAY CONTINUED

Kuddleston, who taught classes in fashionable Asheville, N.C. He worked happily for her at \$2.50 an hour until he discovered that she was collecting 20 times that much for his services. Moreover teaching the baroness' elite customers, a bona fide Vanderbilt among others, gave him an acute sense of social inferiority. What he needed, he decided, was polish, and he hit upon a novel way of getting it. He became a newspaperman.

After several months on the New Haven Register he still felt unpolished and decided to sign up for a four-year course in business administration at Georgia Tech. To pay the tuition he opened his own dancing school. Snob-appeal publicity which he managed to plant in the local press made the school a success. Before he left the university he was making \$15,000 a year.

It was the mail-order decade. People were building their muscles, mastering etiquette, learning to talk to headwaiters in French—all in 10 easy lessons. Why not mail-order dancing lessons? Murray's first try was disappointing. He pinned his hopes on a contraption called the Kinetoscope into which the pupil was supposed to peer as silhouettes swayed in the latest dance rhythms. But the Kinetoscope was usually crushed in transit; and even undamaged, it failed to convey the lesson intelligibly. At this critical juncture the course he had taken in draftsmanship proved invaluable. Discarding the Kinetoscope, Murray developed the dotted-line diagram which is still the essence of his books. At about the same time, in a flash of brilliance, an idea for national advertising burst upon him, and "How I became popular overnight" was flung at the public in arresting black type. The first insertion brought 40,000 subscriptions from people who wanted to be popular too.

... Real, living teachers

TO impress correspondents Murray used a New York address. By 1923 the business had prospered so that he legitimized the situation by opening an office in New York. Murray had not been in New York long before people began dropping in to ask if they could not take personal lessons. He promptly partitioned off part of the office and for his mechanical diagrams substituted real, living teachers. It worked so well that he relegated his mail-order business to a minor position in his enterprise.

In 1925 Murray broadcast a dancing lesson from Newark, N.J. Among the admirers who crowded the studio was a small, lively girl named Kathryn Kohnfelder. After the broadcast Murray invited her to dance. Enraptured, she murmured, "Just think, I'll be able to tell my grandchildren that I danced with Arthur Murray." This inspired Murray to utter one of the few mots which are indisputably his. "Why not tell *our* grandchildren?" he said.

Six months later they were married. The Murrays have twin daughters, Phyllis and Jane, who go to Sarah Lawrence College and spend their vacations teaching in the New York studio. Mrs. Murray, a woman of unbounded energy, turned out to have a natural grasp of administrative details and today handles most of them for Murray, thereby saving him the pain of talking to strangers, attending meetings and otherwise exposing himself to the public.

But not even his wife could persuade Murray to open branches

CONTINUED ON PAGE 11

Here's

The

starring

EVELYN KEYES

KEENAN WYNN

ANN MILLER

ALLYN JOSLYN

TITO GUIZAR

VELOZ and YOLANDA

and ENRIC MADRIGUERA
and HIS ORCHESTRA

THRILL OF BRAZIL

Romantic Rio on a heart-to-heart hookup with
music ..laughter...love...is for you!



Screenplay by Allen Rivkin, Harry Clork and Devery Freeman Directed by S. SYLVAN SIMON . Produced by SIDNEY BIDDILL • A COLUMBIA PICTURE



Men say that from the heart when the B. W. (beautiful wife, to you) brings home, time after time, a Superba RANGER or two. They'd choose this 100% virgin wool tie themselves. Its hi-twist, crush-less weave fights off wrinkles and wear . . . knots easily, smoothly . . . and holds its knot slip-lessly, day-long. Plain colors and fancy patterns . . . subdued yet rich . . . and always flawlessly smart. It's a hit when a man wears a Superba tailored RANGER! And only \$1.00.



IN "PERSONALIZED
COLORS

\$1 to 6⁵⁰

Copyright 1946, Superba Creations

MURRAY CONTINUED

in other cities. He was disinclined to risk money on studios he could not supervise himself. It was the Statler Hotel chain that changed his mind. When the Statler management decided to introduce the "big apple" to their hotel ballrooms, Murray was called in to supply instructors for the hotel guests. Murray agreed, and the hotel managers provided the instructors free room, board and studio space for private lessons. Shortly afterward Hotelman Ralph Hitz developed a liking for the "Lambeth walk," which also required expert instruction, and Murray made the same arrangement with him. When the two dance crazes died down, people beseeched the Murray teachers to introduce other steps. So Murray set the teachers up as branch managers under a franchise system. In recent years this has quadrupled his income.

Murray keeps tight control over his far-flung branch managers. They may not deviate from the Murray technique by so much as one waltz step, and they must submit to supervision of their advertising, decorations and training. Most important, they must pay Murray 10% of their gross income. All of them are former Murray teachers who have shown unusual aptitude, but Murray considers that many of them still lack the Master's touch, and he prods them continually. On the average they gross about \$25,000 a month, and the biggest branches, such as Chicago and Detroit, take in as much as \$60,000.

Lesser-known but still profitable by-products of the business are Mrs. Murray's province. She keeps tab on hundreds of roving instructors whom she sends on cruise ships, to pleasure resorts, suburban clubs, junior leagues and children's groups. She has furnished Army hospitals with teachers for amputees and mental cases, and at one time she even had teachers working in New York's Lighthouse for the Blind. Classes were discontinued there when dancing parties led to many marriages between sightless partners, a situation frowned upon by the Lighthouse authorities.

At present Murray is busy with a plan which will put Arthur Murray dance studios in every U.S. city with a population of more than 100,000. He is also opening branches in Montreal and Toronto and has sent investigators to France, England and Australia, where he hopes to start studios as soon as conditions permit. To finance this project he is floating a 1,000,000-share stock issue at \$5 per share, of which he will still keep 60%, a maneuver which pleases the suppressed financier that has always been hidden in him.

With no immediate economic problems on his mind, Murray enjoys the luxury of brooding about the esthetic overtones of dancing. "I want to get people to dance better," he says. "Most of my pupils take less than 50 hours of instruction, and even though they can dance at the end of this course, I know that my teachers who have had less than 500 hours are not what I would call good dancers."

Not counting the dancing he has done for pleasure, Murray himself has logged 86,400 hours on the dance floor. It is safe to say that he considers himself a good dancer.



MR. AND MRS. MURRAY stand before luxuriant symbol of their empire. The streamlined studio in Beverly Hills, Calif. was built in 1942, cost \$100,000.

*Got a Song in
his heart!*

(Since we changed to an Englander Mattress)



Better Rest makes Better Husbands!

The finest personality-vitamin in the world is the right kind of rest! Yes, proper support from your mattress, sleep experts say, is half the secret of buoyant vitality.

FOR BALANCED BODY SUPPORT... Englander

Actually, a faulty mattress tires you out instead of resting you... creates muscle tensions. But what a blissful difference on an ENGLANDER! Special balanced construction, tempered steel coil springs, are designed to support every part of your body equally... to keep you relaxed in luxurious comfort through every sleeping hour.

Let your dealer show you mattresses and matched box springs by ENGLANDER... makers of the finest in bedding since 1893. With sound sleep so vital, you can't afford anything less.

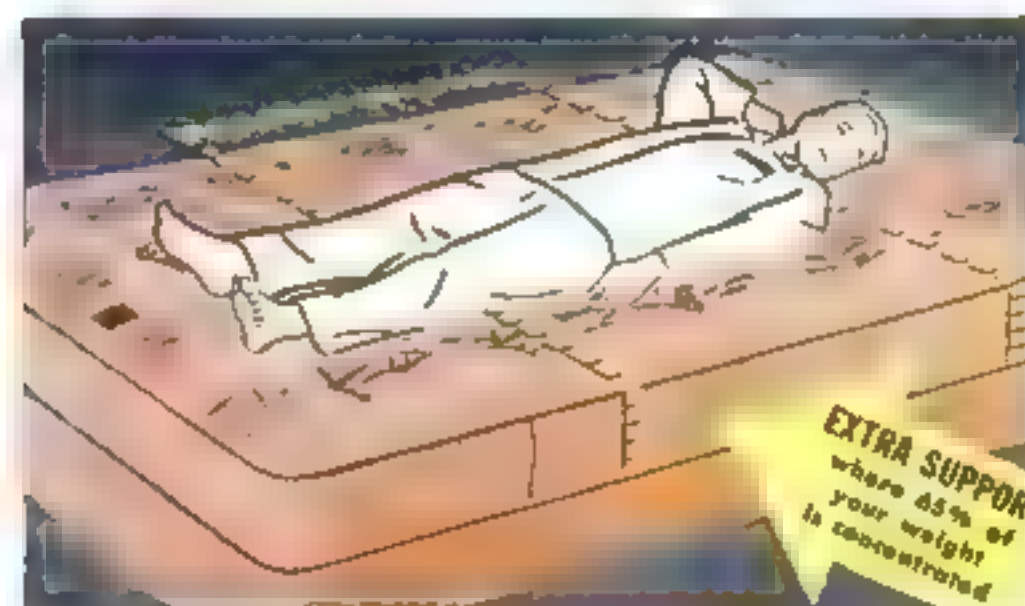
THE ENGLANDER CO., INC., Chicago, Ill.

Englander Box Springs to Match



ENGLANDER EQUALIZER

keeps spine level, brings glorious relaxation.



EXTRA SUPPORT
where 45% of
your weight
is concentrated

UNLESS MATTRESS PROVIDES extra support where pressure is greatest spine sags... can cause immeasurable harm... say doctors may result in backache, tension, chronic fatigue

ENGLANDER EQUALIZER, built into pressure area is designed to provide even sleeping posture doctors urge. You feel the difference instantly... in comfort, relaxation, blissful refreshing sleep!

Englander
AMERICA'S MOST LUXURIOUS
mattress



You don't stay first
unless you're best




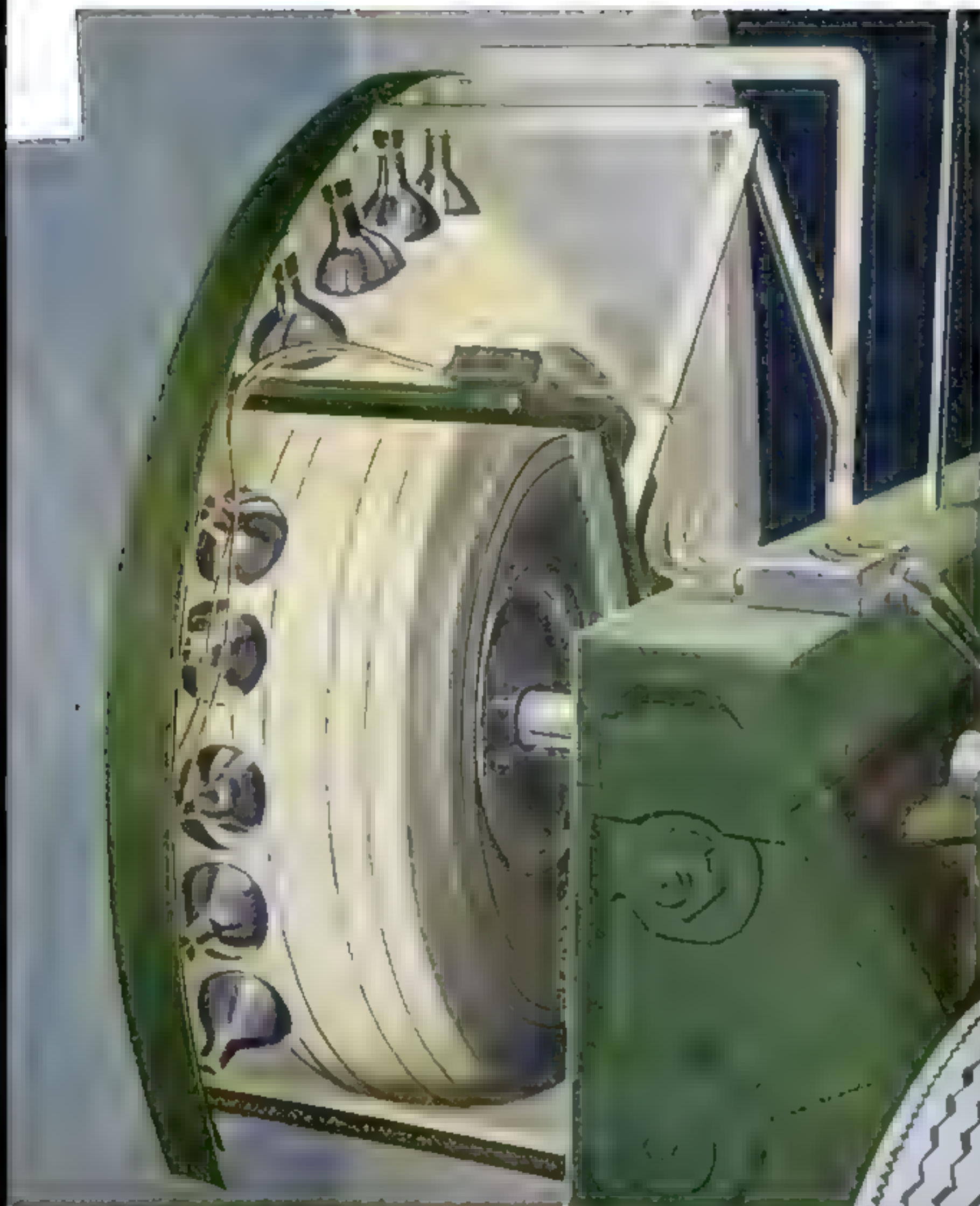
You've heard plenty of drivers talk of "burning up the road." But though you don't, of course, see any flame or smoke, the picture above is a lot closer to what actually happens when you shove the accelerator down and hold it there.

Particularly in very warm weather, your tires get mighty hot—and *heat is a tire's worst enemy*. Heat burns the "life" out of the rubber. Heat burns the strength out of the cords.

More than any other single factor, heat shortens the life of the automobile tire. And speaking of heat...

First—every year for 31 years

GOOD 



your hand were under those lamps—ouch! The infrared rays are keeping that Goodyear tire at 212°—hot enough to boil water!

Held against the revolving drum with a pressure equal to that of a tire on a fully loaded car, it's as if the tire were speeding along the highway hour after hour—while being literally cooked in this steady, merciless heat.

This is how Goodyear tires are tested to prove that they will stand heat—and stand it long after ordinary tires have failed! Here's one more proof of the fact that the Goodyear tire is the best tire on the market today!

Here's one more reason why, in 1946, Goodyear holds its place for the 31st consecutive year as America's first-choice tire!



**More people ride on
Goodyear tires than
on any other kind**

ANOTHER GOODYEAR FIRST!
Goodyear tires size 6.50 and
larger are made of rayon cord.



YEAR

THE FIRST REALLY NEW

MAKE-UP COLOR CREATED IN YEARS!

REVLON'S

"Ultra violet"

UNEARTHLY VIOLET FIRED WITH RUBIES!

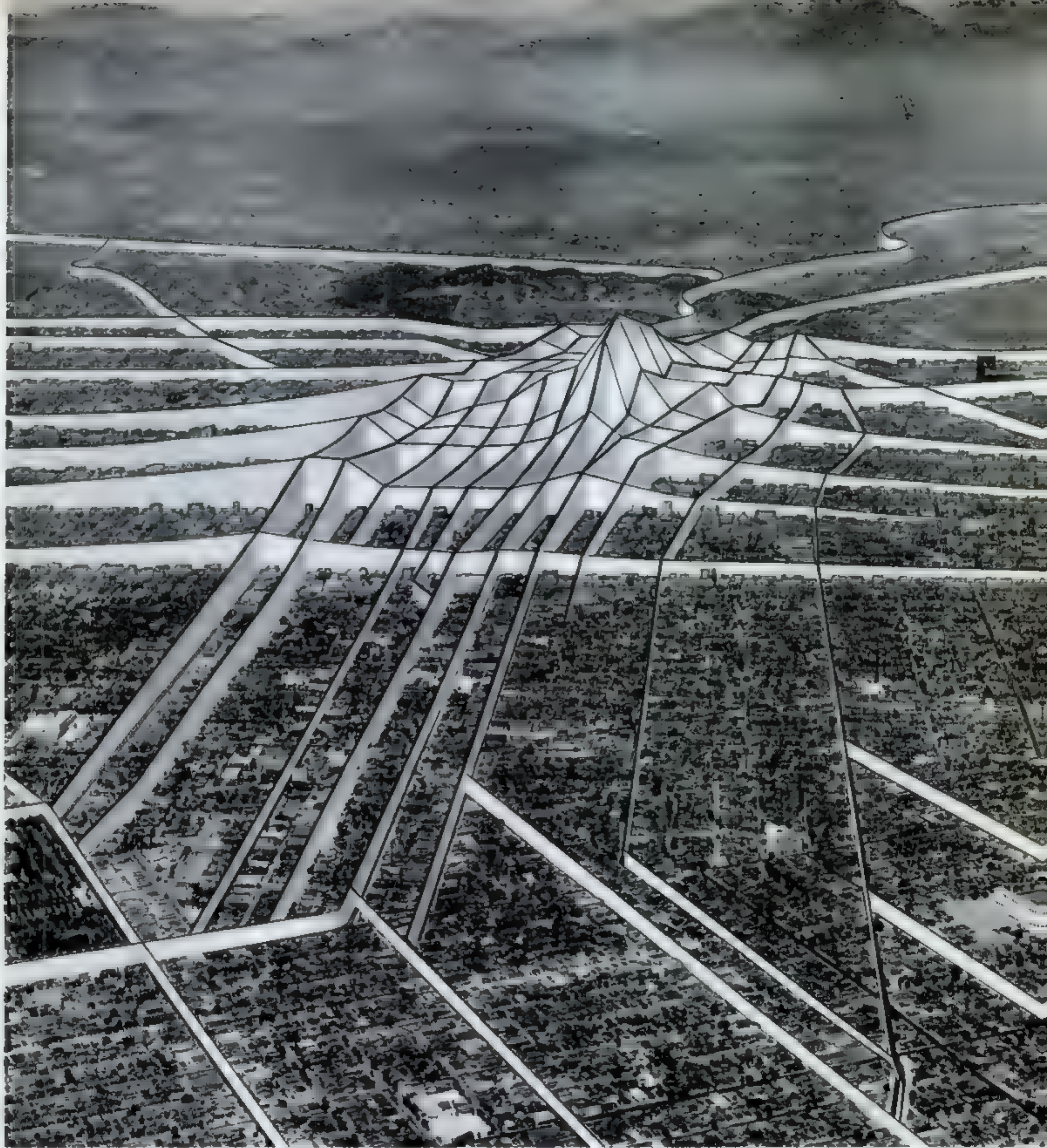
NAIL ENAMEL! LIPSTICK! FACE POWDER, TOO!

Madly beautiful! Never before such a color! Violet? Like none that ever grew. Revlon created it! And it splurges matching lips and fingertips in splendour . . . transfigures your face with mystic-mauve powder! All with that very ultra Revlon "stay-on."



Face Powder, "Ultra Violet"

Lipstick, "Ultra Violet"



PILE-UP OF CARS IN DOWNTOWN LOS ANGELES IS DEPICTED BY COMPARATIVE TRAFFIC CURVES DRAWN ABOVE MAIN STREETS. DAILY TRAFFIC: 110,000 CARS

PARKING PROBLEM

As it gets worse, cities worry about it because it exasperates people and is bad for business

This strange white mountain of traffic congestion, drawn over an air view of Los Angeles, depicts a problem which is steadily growing worse in most big U.S. cities. It is largely a parking problem. People drive into the downtown section of cities to shop, then either 1) waste most of their shopping time looking for a place to park or 2) get tickets for parking in restricted areas. This makes shoppers so mad that they frequently take their business to suburban centers where parking is not so difficult.

In sprawling Los Angeles, where shopping by

car is almost mandatory, businessmen and city officials worry about this reaction because it makes business fall off and real-estate prices drop. In the crowded center of car-conscious Detroit, property values have tumbled some \$200,000,000 since 1930. Many cities are deeply concerned by the parking problem. San Francisco has already built a huge garage under a park in center of town. (see pp. 74-75). New York is debating whether or not to use the long subsurface galleries above its deeper subway stations to park cars. Other solutions of the problem are shown on the following pages.

NEW HAVEN WATCHES IN STORES AGAIN



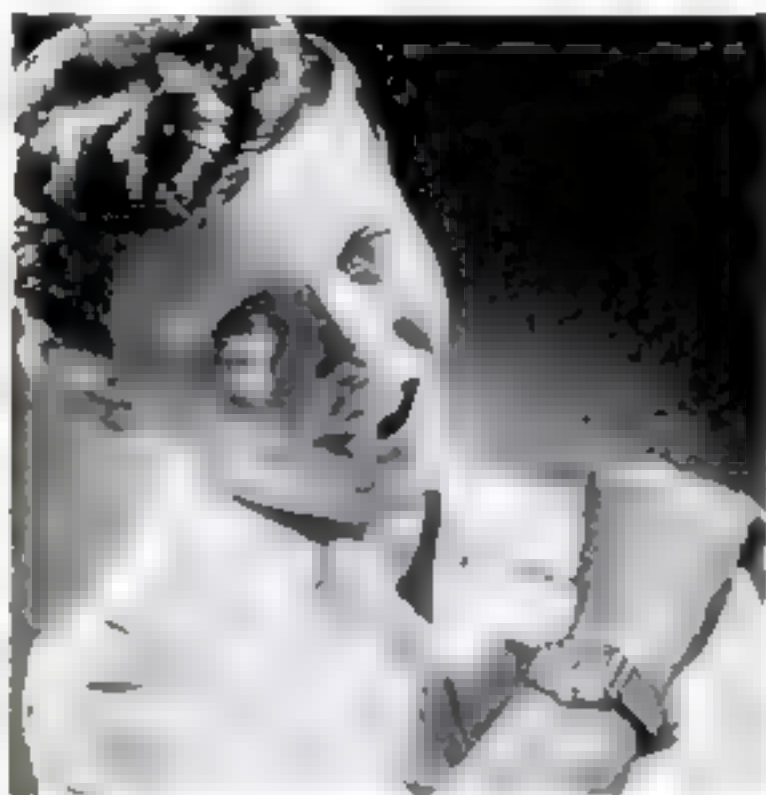
FARMER SAYS, "Work around the farm takes a dependable watch that keeps good time and can take hard knocks. My New Haven watch is the kind that can take it."



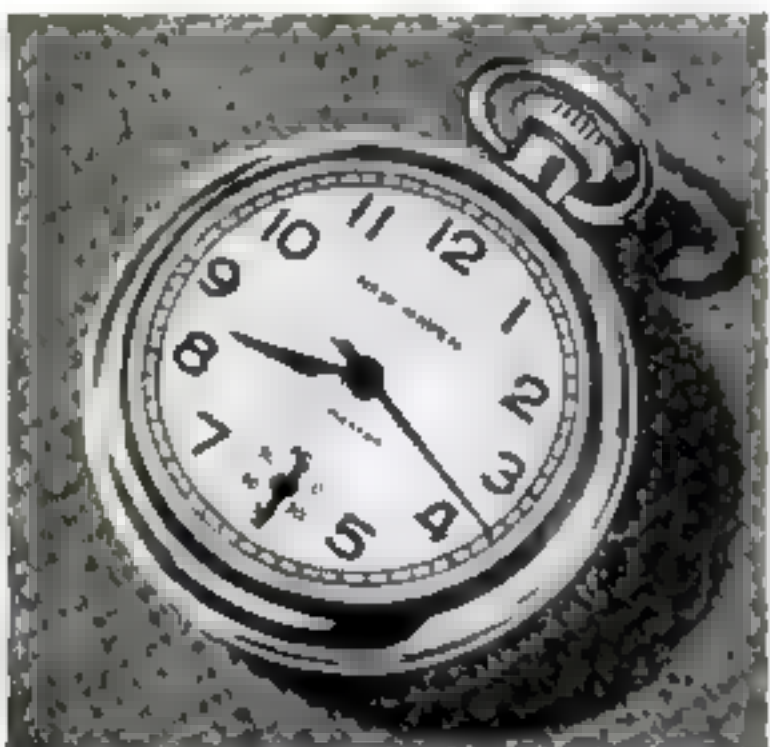
SALESMAN NEEDS a dependable low priced watch to keep appointments, train schedules. Exclusive New Haven hair spring (see below) makes watch keep better time.



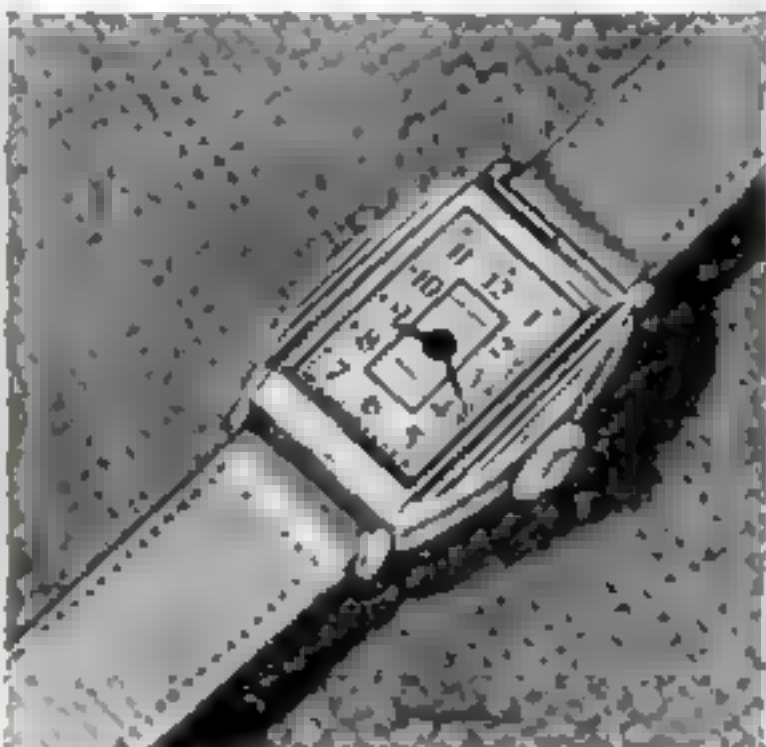
MECHANIC WANTS a watch that withstands rugged conditions around machine shop, in factories, etc. New Haven has made good, dependable watches for 100 years.



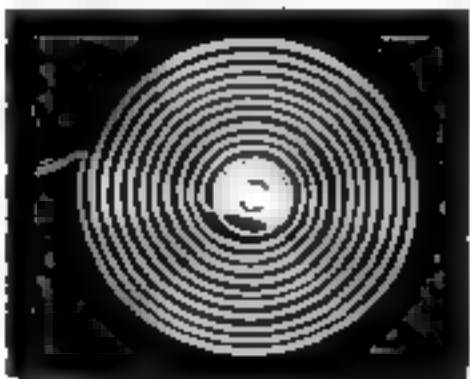
GRADUATE WILL be thrilled to have first watch a New Haven watch. It keeps better time, will teach youngsters to look after themselves, be on time for school.



POCKET WATCHES. New Haven pocket watches are traditionally good value; thriftily priced so everyone can afford one.



WRIST WATCHES. New Haven wrist watches are sturdy, well-made, reliable. A favorite with youngsters. Girls love 'em.



THE "VITAL NERVE CENTER" is famous New Haven compensating hair spring which makes New Haven watches and clocks keep better time through wide variations in temperature which affect ordinary steel hair springs. No other watch or clock in low price field can offer this remarkable compensating hair spring: it is a patented exclusive New Haven feature. Result: New Haven clocks and watches are more accurate, day in, day out.

THE NEW HAVEN
CLOCK AND WATCH
COMPANY

THE RIGHT TIME



SINCE 1817

NEW HAVEN 4, CONN.

Parking Problem CONTINUED

SAN FRANCISCO'S SOLUTION IS A



SAN FRANCISCO'S UNION SQUARE GARAGE IS BUILT BELOW SMALL PARK.

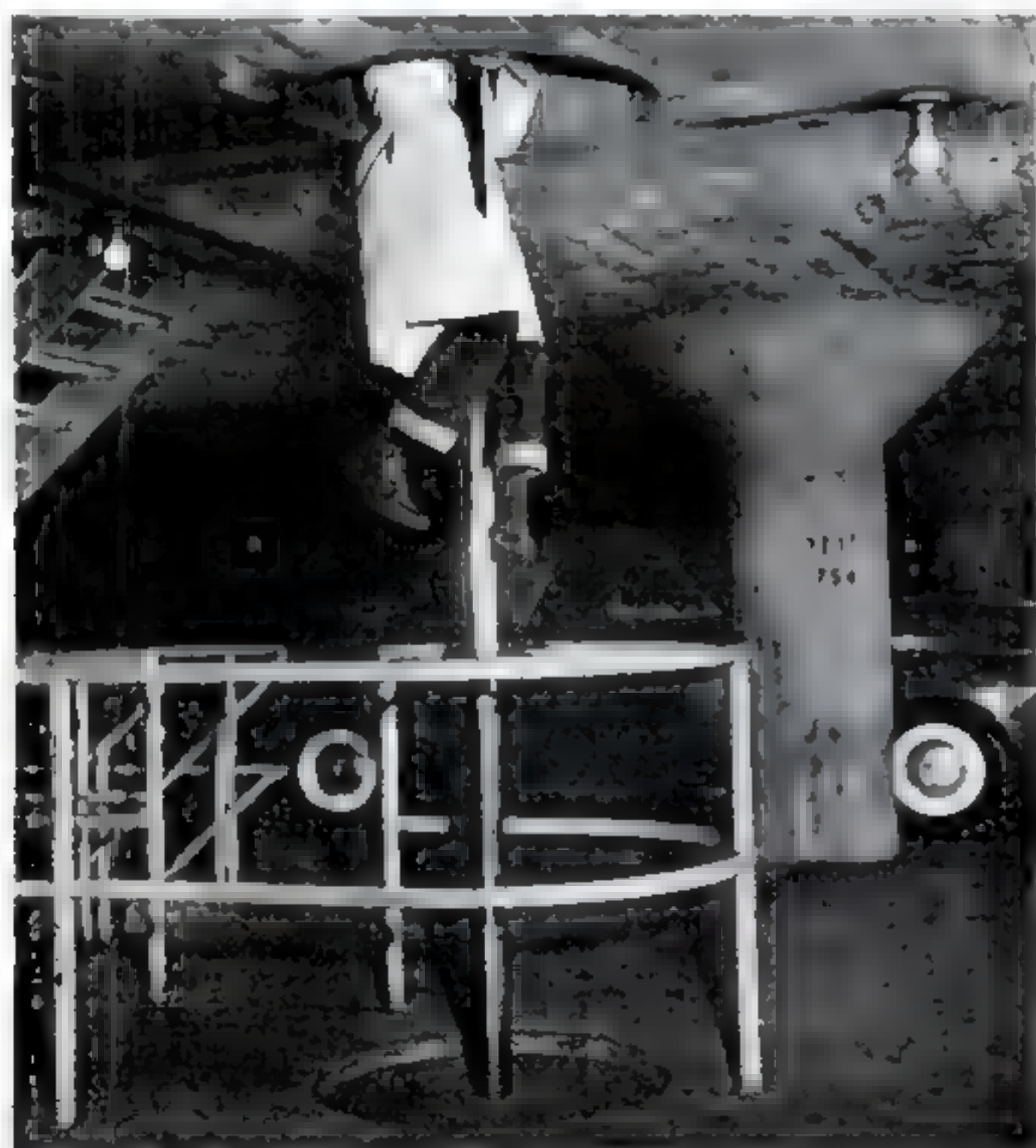


CARS DESCEND ramp to parking levels. Garage cost \$1,550,000, which was raised by RFC loan and stock issue to public. It made \$72,000 last year.

FOUR-STORY GARAGE UNDER A PARK

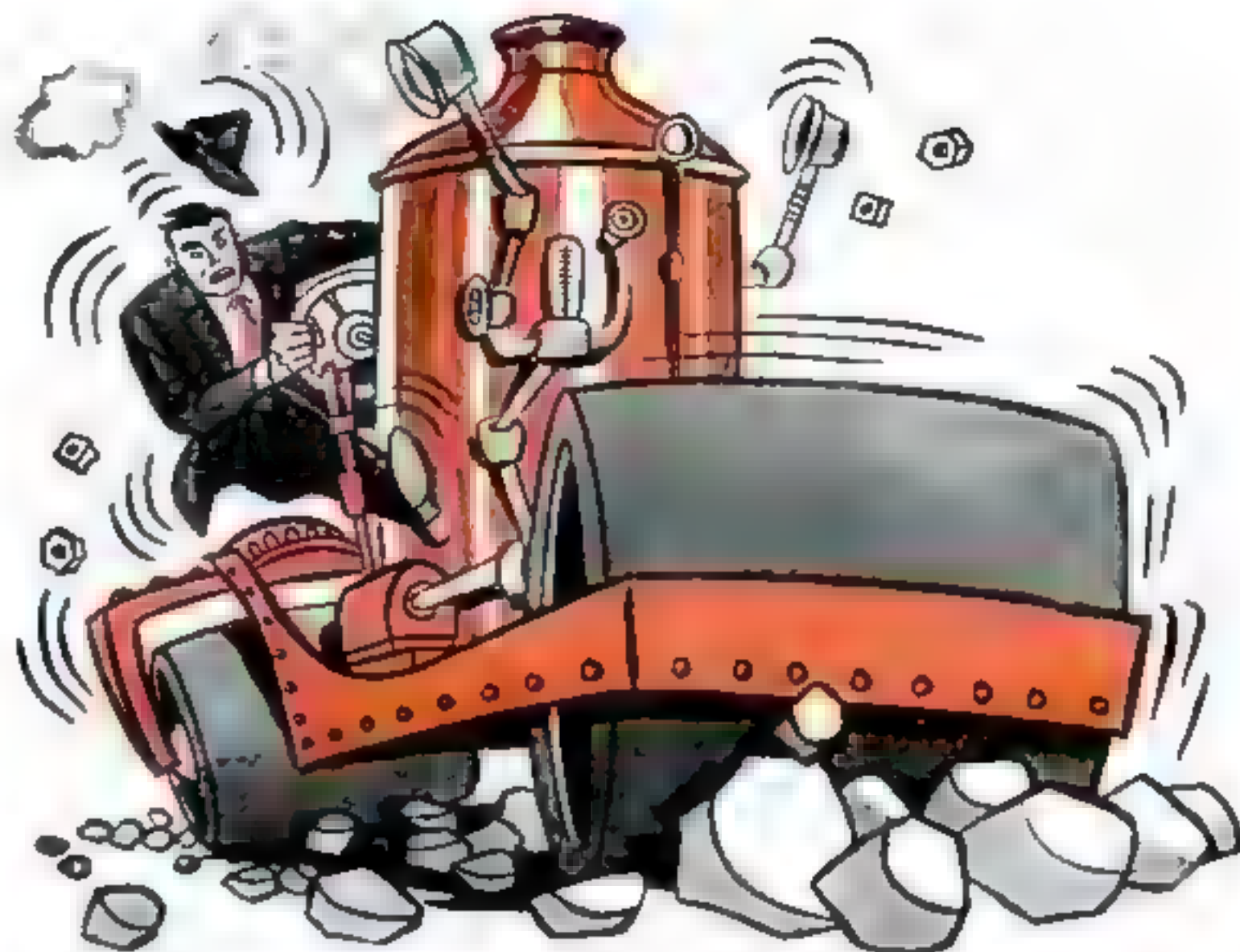


TWO RAMPS ARE VISIBLE, FACING PARK AT LEFT: THE ST. FRANCIS HOTEL



ATTENDANT SLIDES down pole to get to cars quickly. The garage handles 3,000 cars on a weekday. Yearly capacity of the garage is 825,000 cars.

CONTINUED ON NEXT PAGE



If your car feels like *this*... it's time for
MARFAK Chassis Lubrication



THAT CUSHIONY FEELING LASTS LONGER WITH **MARFAK**!

A cranky, creaky chassis becomes miraculously smooth-riding when *Marfak* chassis lubrication comes on the scene. And that's mighty satisfying, particularly because *Marfak* lasts — not for the usual hundred miles or so, but for at least a thousand. But the greatest satisfaction is that "cushiony" feeling, which is a sure sign your bearings are fully protected against wear for that thousand miles! *Marfak* is a stick-to-the-job lubricant. And it is properly applied . . . always by chart, never by chance. Ask your Texaco Dealer to give your car that "*Marfak* feeling" tomorrow!

TEXACO DEALERS



SKY CHIEF
GASOLINE



FIRE-CHIEF
GASOLINE



HAVOLINE AND TEXACO
MOTOR OILS



MARFAK
LUBRICATION



THE
TEXAS
COMPANY

Look in the TEXACO STAR THEATRE Sunday nights. See newspapers for time and station.

Only
Sunbeam
 AUTOMATIC
MIXMASTER
has all these Advantages



DIAL
*your
 favorite
 recipe*
 The Correct
 Mixing Speed
 at Your Finger-tips



**AUTOMATIC
 BEATER
 EJECTORS**

Tilt the handle—
 out drop beater.
 No pulling. No
 messy fingers.
 Easy to clean.

PORTABLE

Pull trigger and lift
 off motor-and-beat-
 ers for portable use.



**JUICE
 EXTRACTOR**

You don't attach
 it—just set it on
 when wanted.



POWERFUL governor
 controlled MOTOR main-
 tains automatic Full Power
 on all speeds. Beaters
 never vary their speed as
 batter thins-out or thickens-
 up, whether set slow or
 fast for EVEN mixing.



MIXES
 MASHES
 WHIPS
 BEATS
 STIRS
 BLEND
 JUICES
 FOLDS
 CREAMS



Only Mixmaster has the
 exclusive MIX-FINDER
 Dial on which all the
 everyday mixing speeds
 are plainly indicated. You
 simply "tune in" the recipe.
 And you know the results will
 have that "success secret" of
 delicious foods—even, scien-
 tific mixing. Higher, lighter,
 velvety-textured cakes...
 creamy-fluff mashed pota-
 toes... smooth-as-silk
 icings, sauces... more
 juice from the same
 oranges. No end to the
 time, arm-work and
 money it saves. See
 your dealer today.

On sale wherever good electric appliances are sold.

Made and guaranteed by SUNBEAM CORPORATION (formerly Chicago Flexible Shaft Company)
 5600 W. Roosevelt Road, Dept. 53, Chicago 50, Illinois
 Canada Factory: 321 Weston Rd., So., Toronto 9 • Over Half a Century Making Quality Products

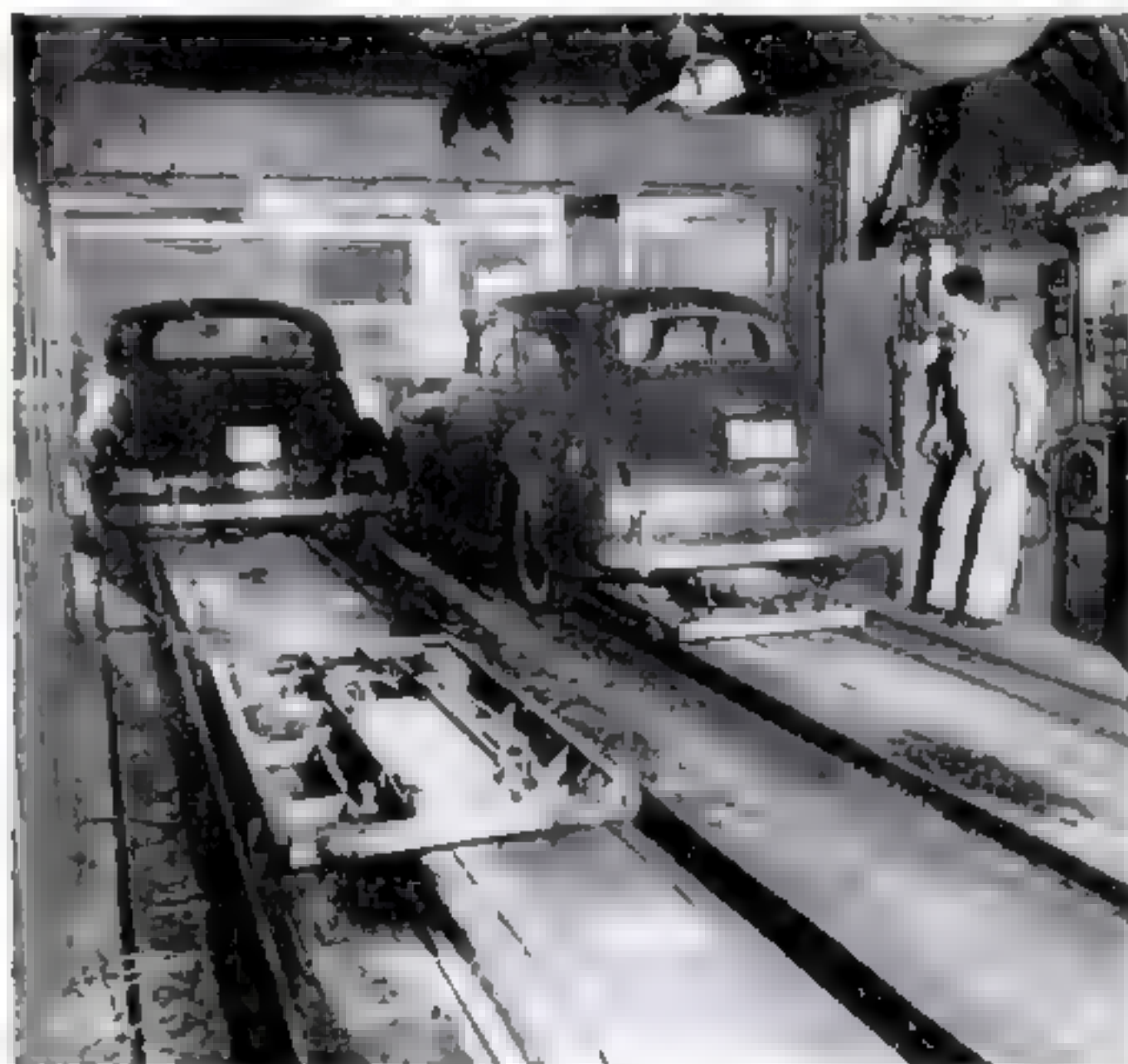
Famous for: Sunbeam TOASTER, IRONMASTER, COFFEEMASTER, SHAVERMASTER, etc.

Parking Problem CONTINUED

SOME CITIES PARK CARS UP IN THE AIR



ROOFTOP PARKING draws customers to the Sears, Roebuck store in Los Angeles. Roof capacity: 250 cars. Cost to store: \$1.25 per customer per month.



SKYSCRAPER PARKING of New York's Kent Garage stacks 780 cars in a 24-story building. Dolly on elevator in foreground parks cars automatically.



CHEAPEST GARAGE for parking is four-story open-air building such as this one put up by a Washington store. Garage charges customers nominal fee.

CONTINUED ON PAGE 11

"DON'T YOU DARE TOUCH THAT —that's my pride and joy!"

Oops! I guess I'm speaking out of turn!

After all, I can't blame the other girls for wanting to try out my beautiful, spanking-new Royal Typewriter—the first the Boss could get his hands on. It's the dream-machine of all time!

When I think of that exhausted old typewriter I used to fight all day, I get the shivers. I'm so afraid somebody'll start tampering with my Royal!

So you can't really blame me for watching over my Pride and Joy like a mother hen. And from what surveys prove, you couldn't blame any other girl who types, either—it's a fact that *they prefer Royal two to one!*

Want to see why?



You save plenty of time—thanks to "Magic" Margin! You just slide the carriage to wherever you wish it, flick the "Magic" Margin lever with your finger, and presto!—margin's all set! None of that awkward fumbling with stiff, hide-away margin stops!



You feel so much fresher after work—because of—"Touch Control." This wonder-working mechanism regulates key tension perfectly—lets type bars fly in the fastest possible rhythm, *exactly as your own personal touch dictates!* And Royal construction means *smo-oth* and easy operation!



You'll be relieved of so much bother!—through Royal's Automatic Paper Lock! Rollers strike the paper *below* their final position—then they roll *upward*, smoothing out the paper firmly against the cylinder, and then it's *locked* in place. Result? Great accuracy of work; better impressions; easy erasures; finer copies—marvelously clear stencil-cutting!



You'll find everything easier on your Royal! Whether it's ribbon-changing or type-clearing that bothers you, it's a cinch on this machine! Royal's Time-Saver Top is hinged on—lifts easily to expose the whole "works." In fact, Royal's design is the most convenient (and the sturdiest) that engineering science has produced. That's why Royals *look* better, *last* longer, *save* so much maintenance cost. Better call your Royal representative *today* for increased efficiency and whirlwind output!

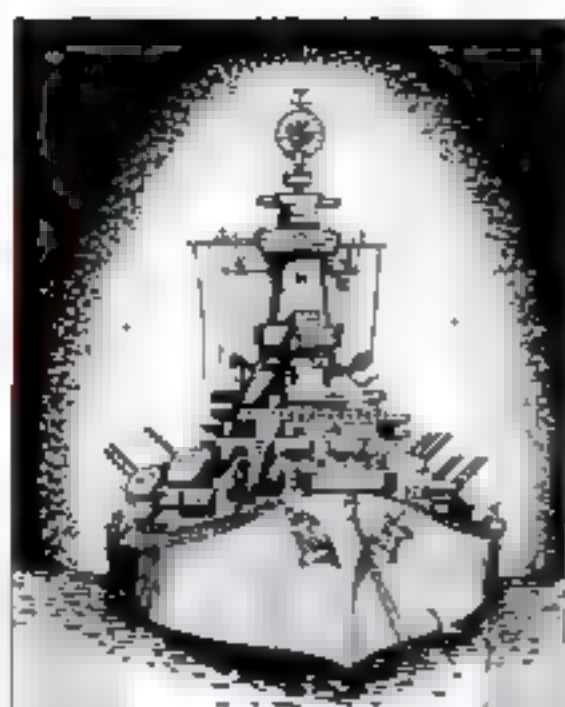
ROYAL—World's No.1 Typewriter

"Magic" and "Touch Control" are registered trade-marks of Royal Typewriter Company, Inc.

Remember Navy Day—October 27, 1946

SO POWERFUL THAT YOU CAN DO THIS

Visit New York City and, when the "fleet's in" stand on one of the Hudson River piers and shine the light from your No. 2424 Bond Flashlight on some of the world's most powerful battleships anchored approximately 500 feet out in the stream. So powerful is your Bond flashlight that you could "pick up" the "Mighty Mo"... the U. S. S. Missouri on which the Japanese surrender was signed.



LONG LIFE, TOO

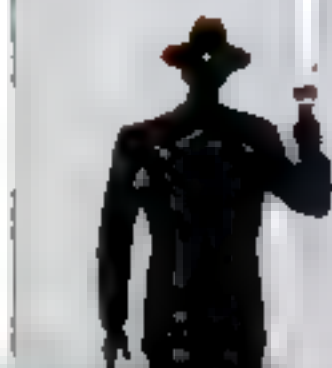
The date line on every No. 102 Bond Super Power Battery tells you the freshness... the long power-life you can count on.

Long power-life is engineered into your Bond battery through the exclusive Bond Power Guard Sub Seal. It keeps the light producing mixture of your battery in "balance" for long, productive power-life.

This explains why Bond batteries are favorites... why the smart buyer looks for the Bond Self Service Cabinet wherever flashlights and batteries are sold.

HE WALKED 60 FEET AHEAD OF US FOR 3 MILES

"Our automobile lights failed", writes a man from the Deep South... "and we sure were stuck 3 miles from home. A colored man with a flashlight luckily came by. We hired him to walk ahead of us. Now we even sleep with a flashlight by our side." Bond Electric Corp., New Haven, Conn., Division of Olin Industries, Inc.



**FLASHLIGHTS
and BATTERIES**

Give Fool-Proof Protection From Dusk to Dawn

Parking Problem CONTINUED

OFF-THE-STREET TRUCK LOADING HELPS



NEW YORK PROBLEM is aggravated by trucks which park to load and unload. Truck companies sometimes park empty trucks to hold parking space.



CONGESTION IS RELIEVED in Manhattan's Rockefeller Center by handling at platforms underneath buildings. Area shown handles 800 trucks a day.



TRUCKS ENTER ramp which takes them below Rockefeller Center buildings. Note difference between number of trucks here and at top of the page.



SLICK TRICKS FOR SMALL FRY

1. "Scotch" Tape surgery for broken dolls
2. Easy auto repairs with strong "Scotch" Tape
3. Quick cure for housing shortage
4. Makes fine door hinges — and windows
5. Lends a hand in the art department, too

It's child's play with "SCOTCH" TAPE

You smooth "Scotch" Tape on so easily... it sticks so quickly and firmly... that any sealing, mending or holding chore is mere child's play. Most stores have this handy household helper in stock now. Look for it in the bright red-and-green Scotch plaid dispenser with the brand name "SCOTCH" on the side. Buy a roll for the youngsters and a couple for your own household chores, too — 25c complete.



Playroom windows make grand spots for showing off cutouts. "Scotch" Tape sticks them up yet comes off clean.



Scrapbooks keep youngsters busy for hours. Clip pictures from magazines and mount with "Scotch" Tape.



Junior aircraft builders use "Scotch" Tape to speed construction, and for quick repairs after "crack-ups."



If your youngsters are hard on their books, show them how to keep them repaired with transparent "Scotch" Tape.



Look for this Scotch plaid dispenser—your double assurance that you're getting genuine "Scotch" Brand Tape.

SCOTCH *Cellulose* TAPE

BRAND

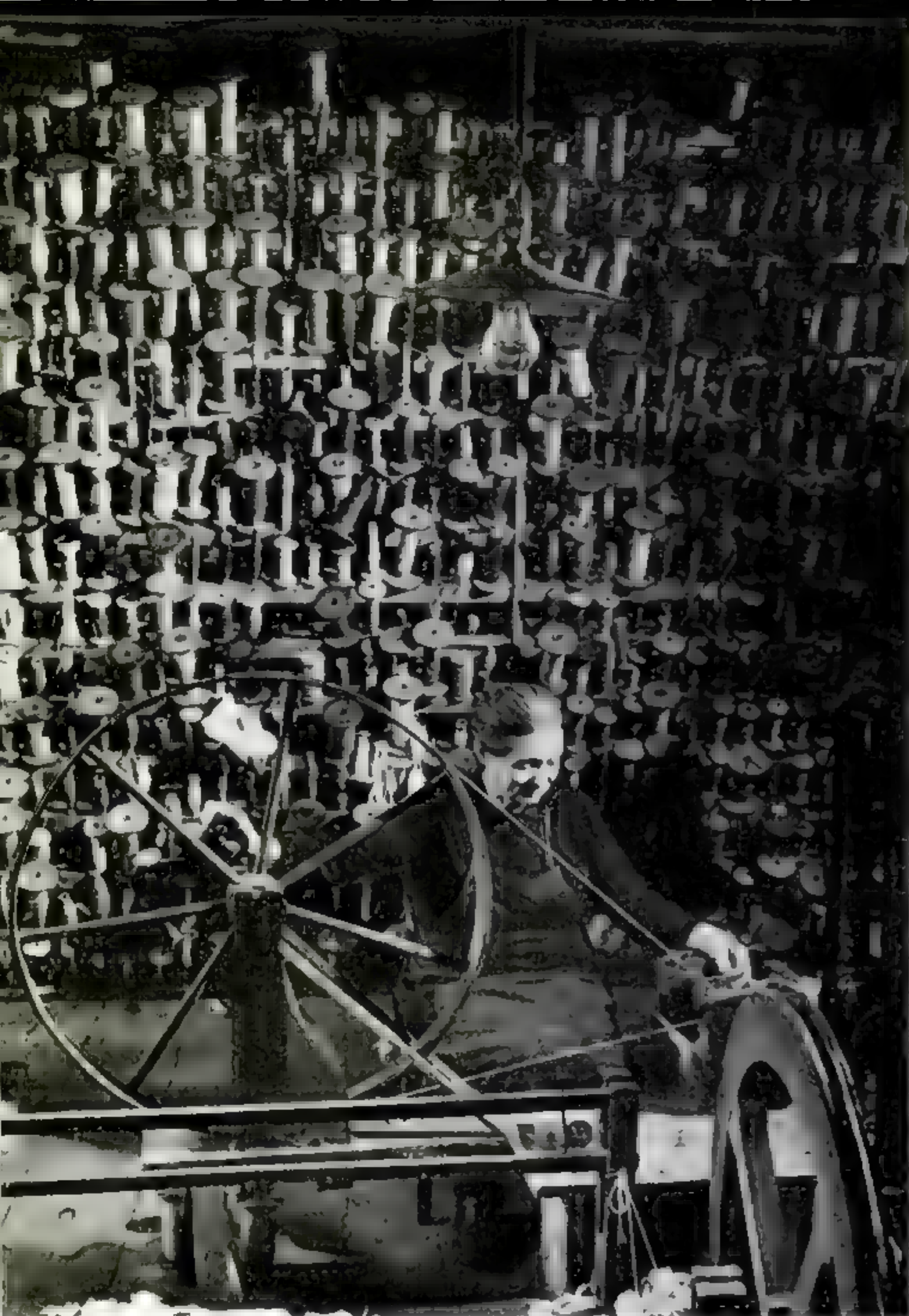
SEALS WITHOUT MOISTENING

"SCOTCH" is the registered trade-mark for the more than 100 varieties of adhesive tapes made in U. S. A. by **MINNESOTA MINING & MFG. CO.** Saint Paul 6, Minn.

THE 3M COMPANY

Also makers of "3M" Brand abrasives, adhesives, and a wide variety of other products for home and industry

© THE 3M CO.



AN OLD LADY AT A TIMEWORN WHEEL WINDS STRANDS FOR TAPESTRIES OF AUBUSSON



JEAN LURÇAT works out a tapestry design on paper. Here he numbers the different colors of the design



WEAVERS WORK elbow to elbow for months on tapestry. Design for tapestry is kept underneath the loom.

French Tapestries

MODERN PAINTERS REVIVE OLD ART

The show which won the highest praises of the French art world, in the Grand Season at Paris this summer, was an exhibition of the ancient art of tapestry. Starting with medieval weavings like the St. Anthony tapestry (*opposite page*), it displayed the whole range of Gallic imagination and skill from the Middle Ages to 1946. Among the most striking modern works were the tapestries of Jean Lurçat, who is responsible for the current revival of a long-neglected art.

The golden age of tapestry was the 14th and 15th Centuries, the same incandescent Gothic period which saw many of France's most glorious cathedrals raising their spires. Some of the most famous tapestries were made to keep cold drafts from blowing through the chancels of these newly built churches. During this time the famous workshops of Aubusson, Arras and Paris competed with each other in weaving tapestries of original design and simple colors. That so many of these works survive today is remarkable, for during tempestuous times in French history they have been lost, stolen, used as horse blankets and, during the French Revolution, thrown over wounded soldiers.

In the 16th Century the art of tapestry weaving began to decline. King Francis I gave it an inadvertent push downhill by subsidizing the workshops and placing them under the court painters, who set the weavers to work copying second-rate oils. No longer content with a few simple colors, they made fastidious copies by using as many as 14,000 different shades. Workers in a tapestry atelier often spent years on a single job, sometimes worked on only two or three tapestries in a lifetime. The number of skilled weavers declined until by 1939 there were only a few hundred men and women working at a craft which had once been a major industry.

In the 1930s, Jean Lurçat, a cubist and surrealist painter who had long been fascinated by tapestry weaving, set out to restore its ancient splendor. At a workshop in Aubusson he introduced new methods and new artists like Leger, Gromaire and Dufy, who made original designs for tapestry.

The weavers at Aubusson still work elbow to elbow, each covering a space no wider than about 18 inches. Their strands of wool are still colored with vegetable dye, washed by hand in the nearby river Creuse and wound on a spinning wheel. It still takes many months to make a tapestry. But now the weavers use numbers to match their colors against a design instead of painstakingly comparing them by eye, as they once were forced to do. They use straightforward, simple hues. Whether their art will ever compare with that of the medieval masters can be judged by the reproductions on the following pages or from the originals which will be seen next season if plans are completed to move the whole Paris show to New York.



ANCIENT FRENCH TAPESTRY showing St. Anthony was woven in 1450 for chancellor of Bourgogne, Nicolas Rolin, and his wife, Guigone de

Salins, whose first initials are interlaced between turtle doves. The chancellor's coat of arms and motto *Seulle* (Alone) complete background pattern



MODERN TAPESTRY by the French painter Jean Lurcat is a satire on Nazi warfare. The two end designs show Nazi and medieval instruments of

torture. Left-center panel symbolizes destruction of cities (Warsaw, Guernica, Oradour) Right-center panel depicts Goring's love of arms and armor.



THE STORY OF DON QUIXOTE, who tilted with windmills and succored damsels in distress, was told in a series of 28 tapestries designed about 1714 and

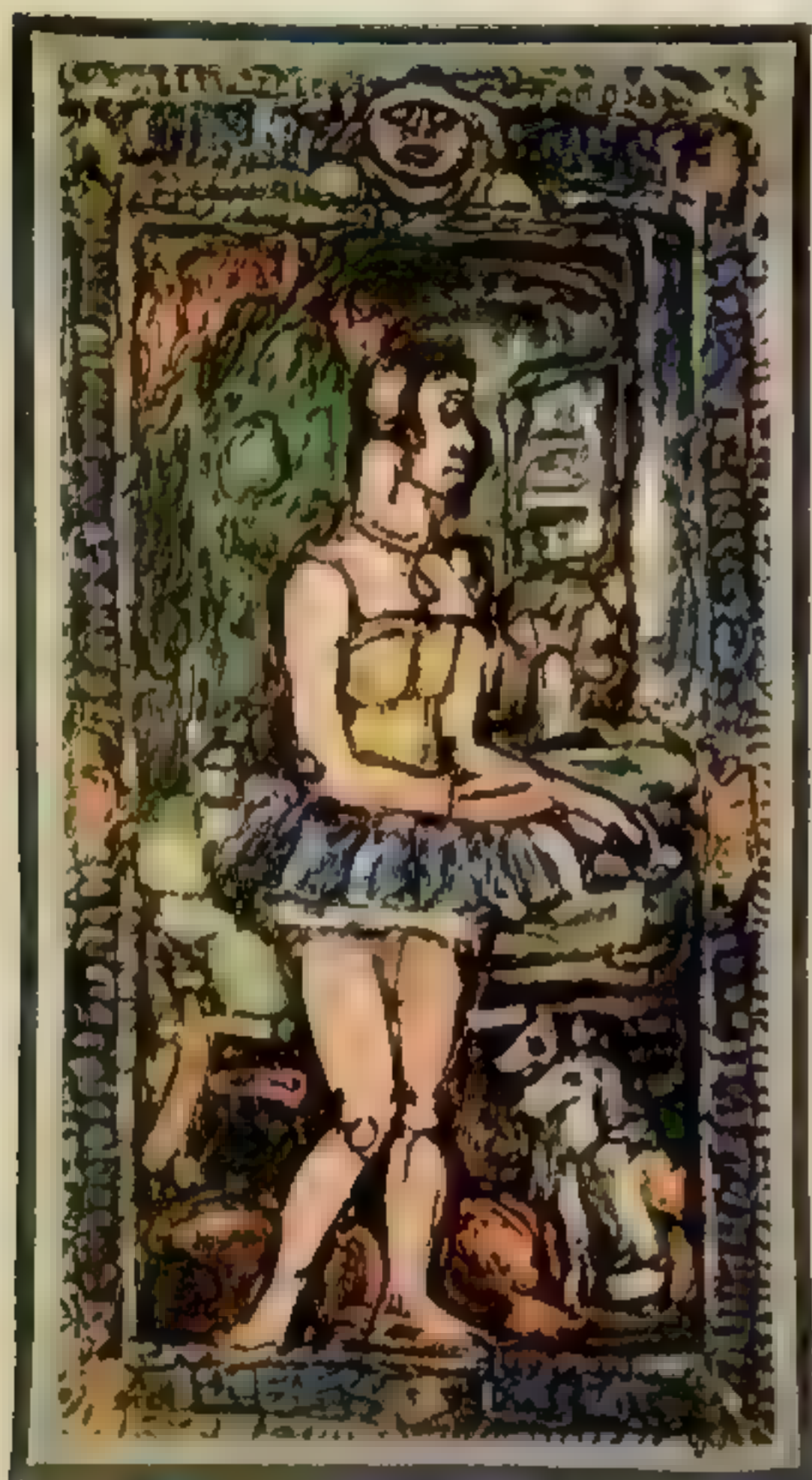
woven at the Gobelins tapestry works before the French Revolution. Here two have been sewn together and hung above chairs and a sofa covered with tapestry of



the same period. Scene at left shows Don Quixote and his friends discovering a young woman named Dorothea who is dressed in boy's clothes and who had

been deserted by her husband. At right, Don Quixote and his squire, Sancho Panza, are astride a wooden horse while pranksters wave flaming torches at them.

CONTINUED ON NEXT PAGE



ROUAULT tapestry was woven at Aubusson. It is an exact copy of the famous modern French painter's picture, *Circus Dancer*.



PICASSO tapestry is also a faithful copy of the artist's original picture, *Les Femmes d'Alger*. It imitates the rough texture of the canvas on which the picture was painted.



RAOUL DUFY tapestry was designed to show beauty and pleasures of summertime in France. In an elaborate pattern the famous semi-abstract painter has placed little

sailboats at sea, farmers harvesting grain, an assortment of ripe fruit and vegetables under a tree and a boy fishing in a brook. The tapestry was woven at Aubusson in 1911.

Ultra...

Ultra...

Ultra...

Dinah
Shore



DINAH SHORE AND TODAY'S
TOP POPULAR STARS NOW
RECORD EXCLUSIVELY ON

Columbia
Records

She's the *First Lady of Popular Song*
and the favorite any way you figure... box-office
... on the radio and on records. She's got that *ultra* something that makes her tops.

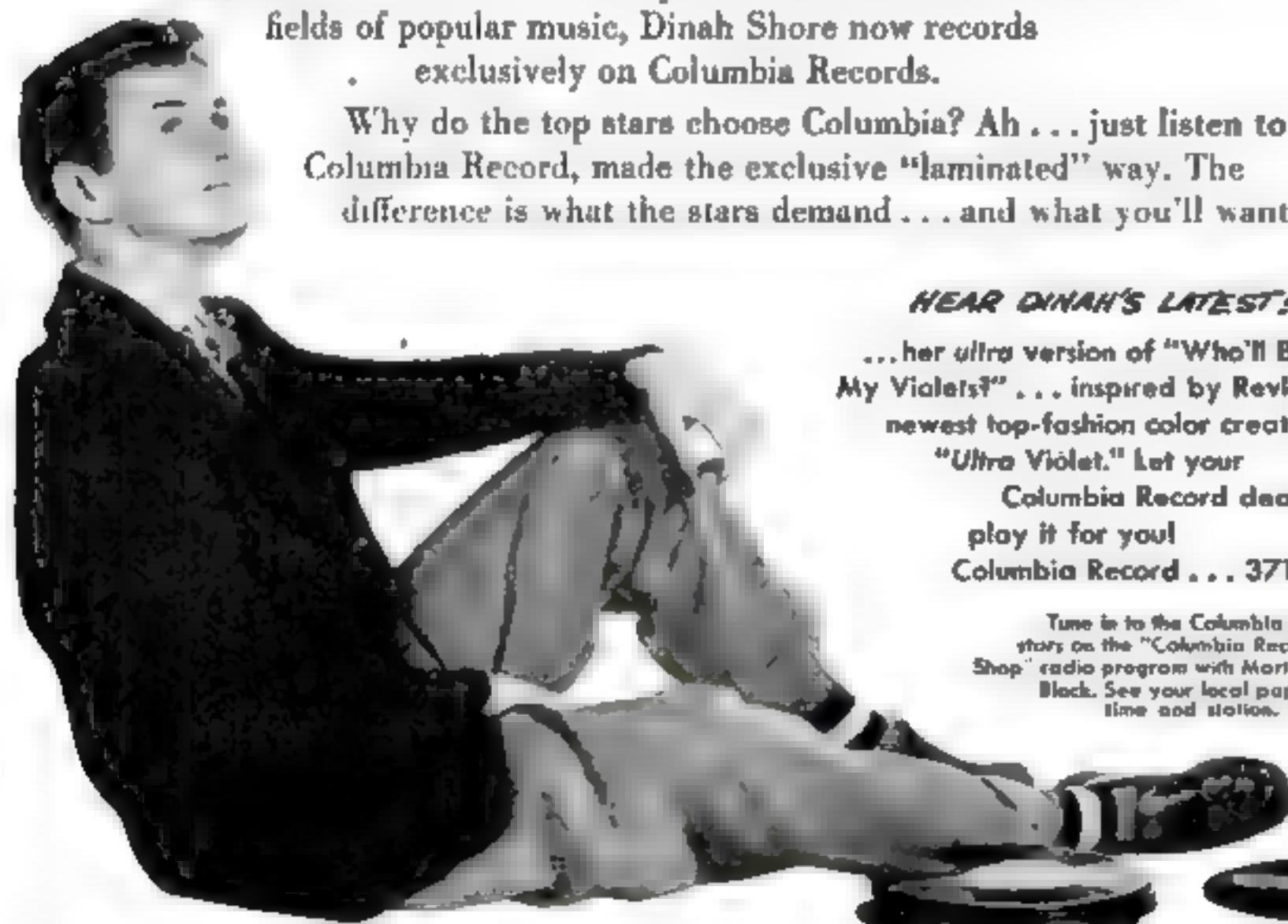
And like Harry James... Frank Sinatra... Woody Herman... Kay Kyser...
Xavier Cugat... Count Basie... Les Brown... Gene Krupa... The Modernaires...
Elliot Lawrence... like so many of the others who head their
fields of popular music, Dinah Shore now records
... exclusively on Columbia Records.

Why do the top stars choose Columbia? Ah... just listen to a
Columbia Record, made the exclusive "laminated" way. The
difference is what the stars demand... and what you'll want, too!

HEAR DINAH'S LATEST!

...her *ultra* version of "Who'll Buy
My Violets?"... inspired by Revlon's
newest top-fashion color creation,
"Ultra Violet." Let your
Columbia Record dealer
play it for you!
Columbia Record... 37140

Tune in to the Columbia Record
stars on the "Columbia Record
Shop" radio program with Morley
Block. See your local paper for
time and station.



America's Biggest Selling Liqueurs*...



Arrow

*First in Sales...
First in Quality...
First in Preference...*



Delicious straight... or in a host of mixed drinks

How to Make a BLACKBERRY HIGHBALL

For a highball
that's a treat,
Here is one that's
hard to beat!
Ginger ale or soda water
(Don't forget the ice)
Arrow Blackberry
Flavored Brandy
(A jigger's sound advice)



How to Make a BLACKBERRY SOUR

Jigger, Arrow Blackberry
Flavored Brandy,
Juice quarter lemon
(this one's a dandy!)
Shake in shaved ice—
strain and pour
Into a sour glass.
Tastes like more!



How to Make a SLOE GIN FIZZ

Fill shaker with
shaved ice, to begin,
One jigger, Arrow
Kreemy Hed Sloe Gin...
A bar spoon of sugar,
and then squeeze
A quarter lemon.
Sir, if you please...
Shake and strain
in an eight-ounce glass,
Fizz with seltzer...
Man! That's Class!



How to Make a SLOE GIN COLA

A cube of ice in
an eight-ounce glass,
Jigger, Arrow Kreemy
Hed Sloe Gin,
Fill with your
favorite Cola Drink.
Sip-mate...
the fleet is IN!



← FREE RECIPE BOOK

Write for this
beautifully illustrated booklet
showing you how to make
other delicious drinks with
Arrow Liqueurs

ARROW LIQUEURS CORPORATION, DETROIT 7, MICHIGAN

*This statement based on the latest sales figures of 17 representative States, compiled by McClellan's Service Exchange, Washington, D. C. Arrow Blackberry Flavored Brandy 70 proof—Arrow Kreemy Hed Sloe Gin 60 proof



AS THE OLD JEW (PAUL MUNI) GETS ONLY EVASIVE ANSWERS FROM WORLD STATESMEN, JEWS ARE PLACED "ON THE AGENDA." MEANWHILE RUSSIA "WALKS"

"A FLAG IS BORN"

Ben Hecht's pageant calls Jewry to militant action for Palestine

The rising sound of battle in Palestine this month produced a sharp echo in New York with the opening of *A Flag Is Born*, an impassioned plea for a free Holy Land. A pure propaganda pageant, it serves, with wit, wisdom and pathos, an uninterrupted 105-minute mixture of bitter attacks on rich and powerful U. S. Jews, on world diplomats, on the U. S., Russia and, with greatest malice, on England. Imperfect dramatically, a sure cause for controversy, it overflows with sincere crusading fer-

vor. At the end it demands actual physical aid to the Palestine underground.

A Flag Is Born was written by indefatigable Ben Hecht, now represented on Broadway by no less than two first-run movies (*Specter of the Rose*, *Notorious*) and two plays (*Swan Song*, *The Front Page*). Its main part, the symbolic Jew, is superbly played by Paul Muni. Its best scene (above) shows the run-around he receives from an imagined U.N. when he pleads for admission to the Promised Land.



Back in Circulation

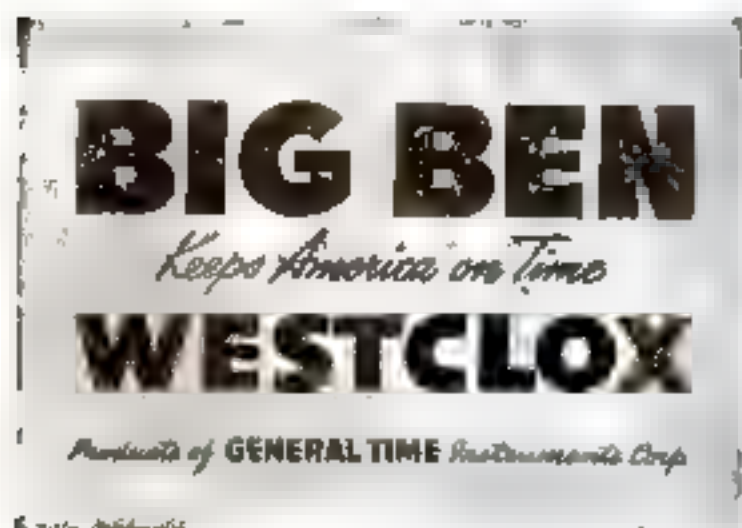


The BIG BEN family

Yes, it's actually true. The world's most popular clock family is back on the job of keeping America on time! Big Ben, most famous of all alarms; his handsome little brother, Baby Ben; good looking wrist and pocket watches, are a few of the dependable, smartly designed members of the Westclox family. Look for them, also for the stunning new Westclox electric alarm and electric time clocks.

★

WESTCLOX, LA SALLE-PERU, ILLINOIS



"A Flag Is Born" CONTINUED



SEEKING THE PROMISED LAND, a homeless couple (Paul Muni and Celia Adler) rest in cemetery which, to Jews who still live, symbolizes Europe.



BATTLEFLAG OF ZION is created from the old man's talith after he dies. Then the young Jew (Marlon Brando, left) joins the underground fighters.

for In-between Bosoms...it's "allo-ette"

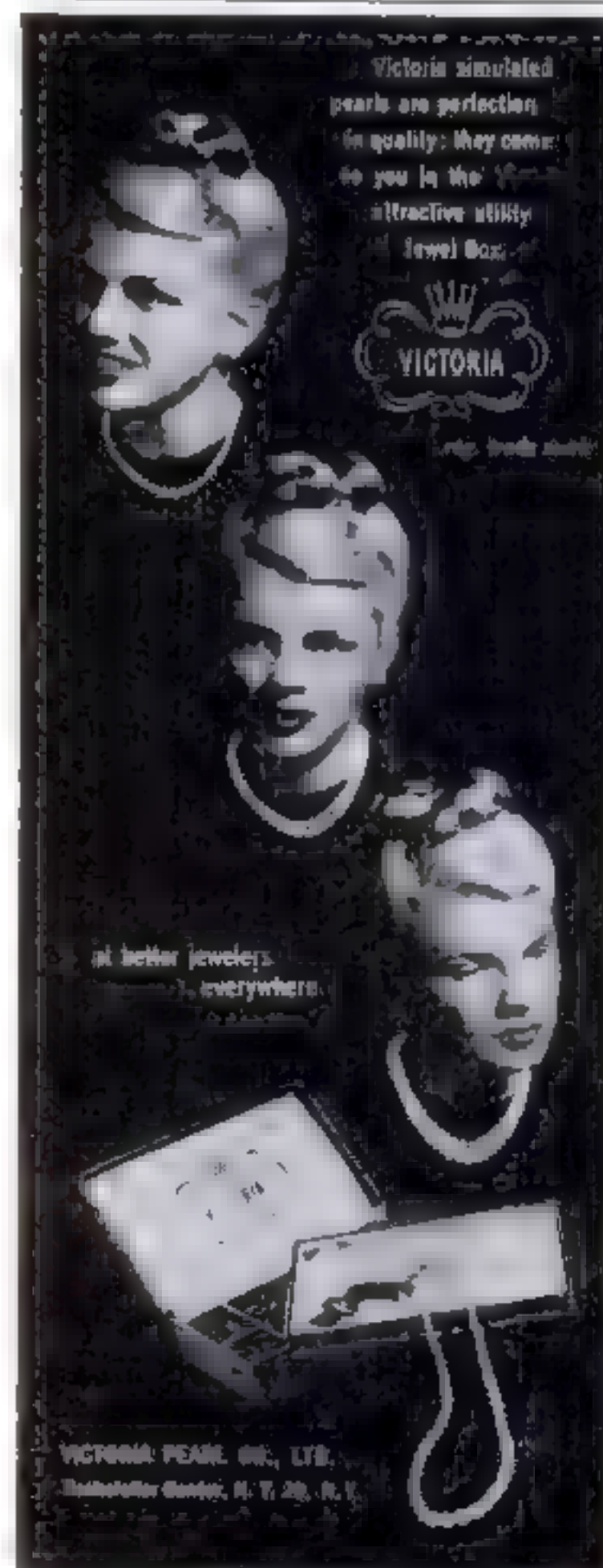
"Allo-Ette" gives superb support and control to average bosoms and to those just a trifle larger-than-average. 2-inch band in Nylon-Marquisette, Broadcloth-and-Satin, Jove Bengaline, Earlon Satin or Broadcloth-and-Lace.

If you can't find your style at first, try again! Dealers receive shipments monthly. Send for free Style Folder: Maiden Form Brassiere Co., Inc., New York 16

BRASSIERES BY
Maiden Form



"There is a Maiden Form for Every Type of Figure!"



What's your answer to the
\$64 QUESTION?

Give an **EVERSHARP**—of course!

*Y*OU can't go wrong choosing any EVERSHARP... for they're *all* beauties! Just look at the EVERSHARP Presentation Set.

Coming halfway down the full length of the barrels, 14-karat gold-filled caps meet stunning shades of modern plastics.

The large 14-karat gold Magic Point writes with the variety of shading that

makes your signature—*you*! And writes so smoothly, it's *actually silent*!... Magic Feed prevents ink flooding or leaking... high in a plane... so at ground level too. Writes more words with *less* refilling.

Matching EVERSHARP Repeater Pencil feeds new points, when you need new points, like a machine gun when you click the Magic Button. Compare!

TUNE IN Phil Baker in "TAKE IT OR LEAVE IT"—CBS, Sunday Nights
Ann Southern in "MAISIE"—CBS, Friday Nights

Give **EVERSHARP**—and you give the finest!



EVERSHARP
Presentation Set

\$14.75

Choice of Colors
Pen alone—\$9.75
Repeater Pencil—\$5
(Prices Plus Fed. Tax)

SERVICE GUARANTEED FOREVER

If Your EVERSHARP Ever Needs Service, We Will Put It In Good Order For 35¢. This Service Is Guaranteed... Not For Years... Not For Life... But Guaranteed Forever!

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AND THIS IS OUR MRS. HENRY J. BULBSNATCHER MODEL!

Poor Henry J! He isn't a bad guy—only careless. When he replaces the burned-out bulb in his reading lamp with a bulb from the hall, he knows it probably isn't the right size for reading—that he has left the hall dim and actually dangerous to unwary feet—but it's so very easy to do!

A hat like this might help cure Henry J. by reminding him to get a supply of *extra* G-E lamps for the cupboard shelf. Then the whole family could replace burn-outs with right-size bulbs. And they'd all get the benefit of G-E lamp research—which is constantly improving G-E lamps to make them *Stay Brighter Longer*.

Get the G-E lamps you need			
25 40 60 W	.	.	11¢
75 100 150 W	.	.	15¢
175 200 W	.	.	20¢
250 300 W	.	.	25¢
400 500 W	.	.	35¢
Plus tax			

G-E LAMPS

GENERAL  ELECTRIC



LOUIS JOURDAN IS 6 FEET TALL AND 25 YEARS OLD, JOINED THE FRENCH UNDERGROUND IN 1942. HE ALWAYS WEARS QUIET SUITS, BLACK TIES, STARCHED COLLARS

ENGLISH LESSON

Actor Louis Jourdan makes over his French accent for U.S. movies

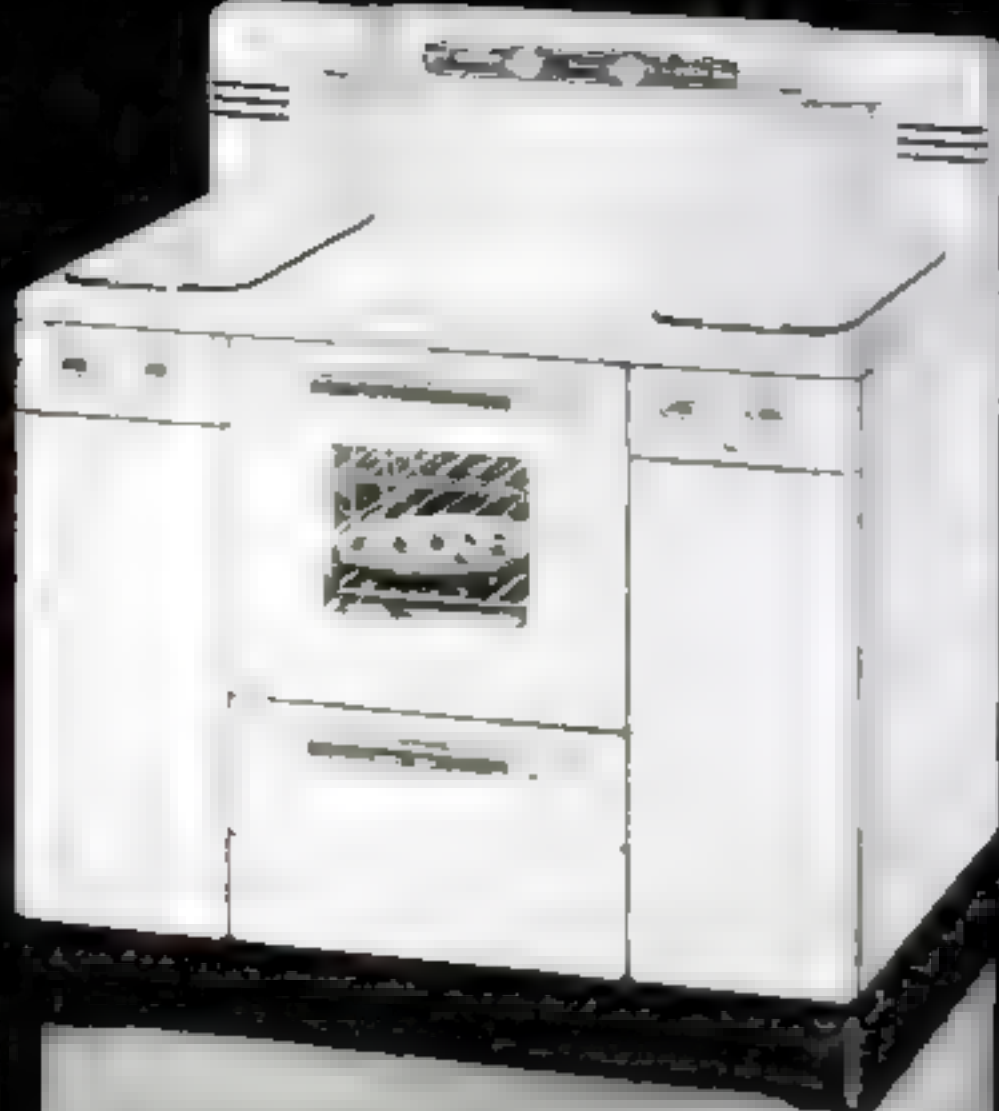
Last May a good-looking French actor named Louis Jourdan arrived in Hollywood with a movie contract but almost no knowledge of English. To make him intelligible to U.S. audiences his studio hired two teachers—one for phonetics, one for conversation.

At first Jourdan was confused by English word emphasis and said everything in monotone. He was baffled by such sounds as *nh*, *th* and the hard *j* (as in "just"), which have no counterparts in French.

In their anxiety Jourdan and his wife Quique (pronounced Keek) agreed to converse exclusively in English, lapsed into French only during quarrels.

Now Jourdan is considered fit for his first U.S. role. In Alfred Hitchcock's new movie, *The Paradine Case*, he was picked to play an Englishman. The studio recently decided, however, that trying to make Jourdan sound like a credible Englishman was entirely too big a job. It took the easy way out and made the character a French Canadian.

So beautiful—
 you'll want it on sight, love to work with it, treasure it for years! Easy to clean and keep clean, your new **TAPPAN** will give your whole kitchen new glamour—and you, too!



So dutiful—
 your **TAPPAN** Gas Range takes all the hard work out of cooking—assures better results.

See your pies and cakes bake to a richer, tastier brown in the brilliant chrome Visualite oven!

Even with four large utensils, there's

always plenty of work space on the famous

Tappan Divided-Top.

Exclusive Tel-U-Set automatically times and signals. Combination top covers and

serving trays, storage and cutlery drawers, towel drier... all thoughtfully provided to make the Tappan a marvel of convenience.

Specially engineered models for LP (bottled or tank) Gas. Dept. L,
 The Tappan Stove Company, established 1881, Mansfield, Ohio.



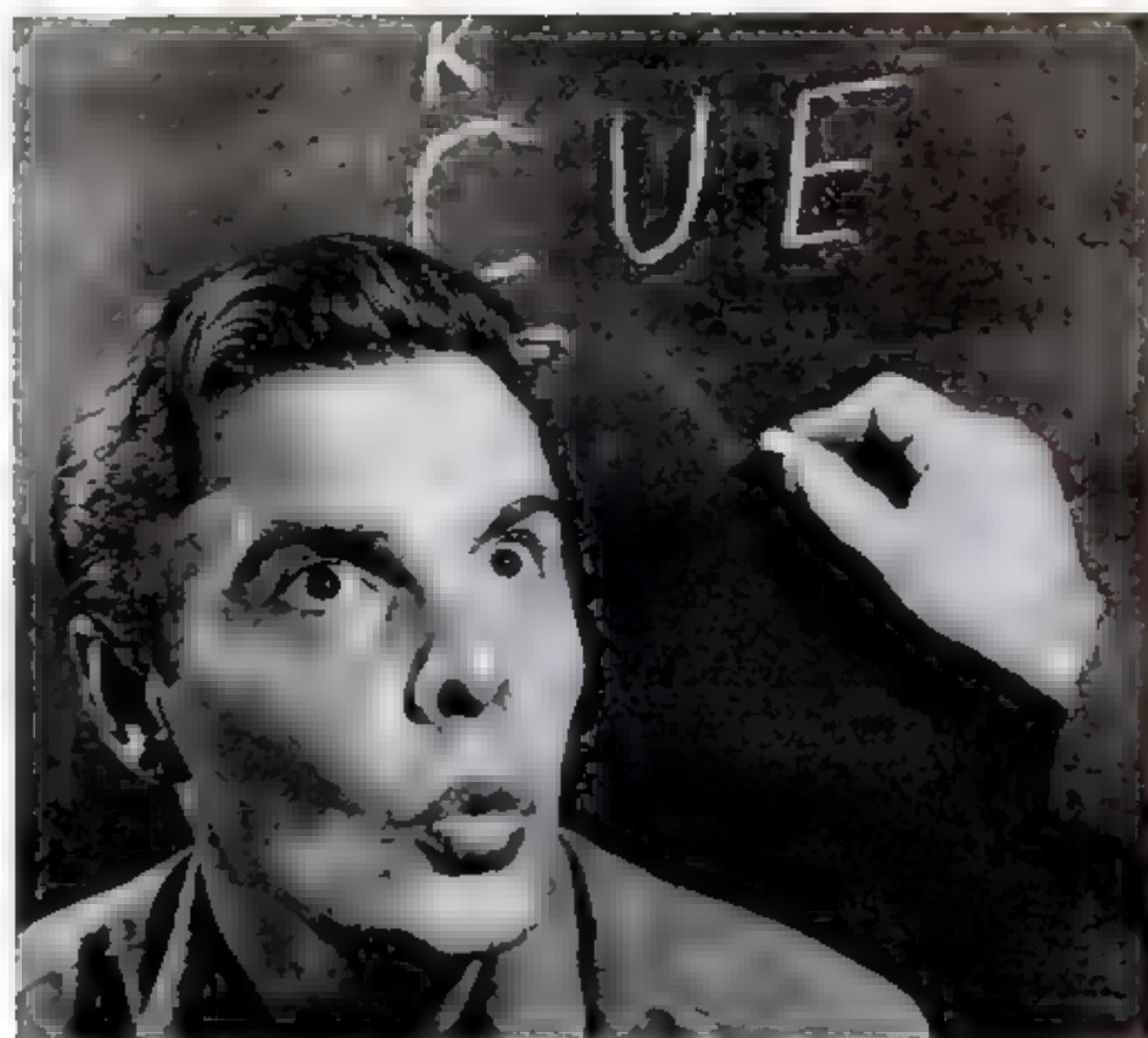
TAPPAN

Gas Ranges

EVERYTHING YOU EVER WANTED OR DREAMED OF IN A RANGE

English Lesson CONTINUED

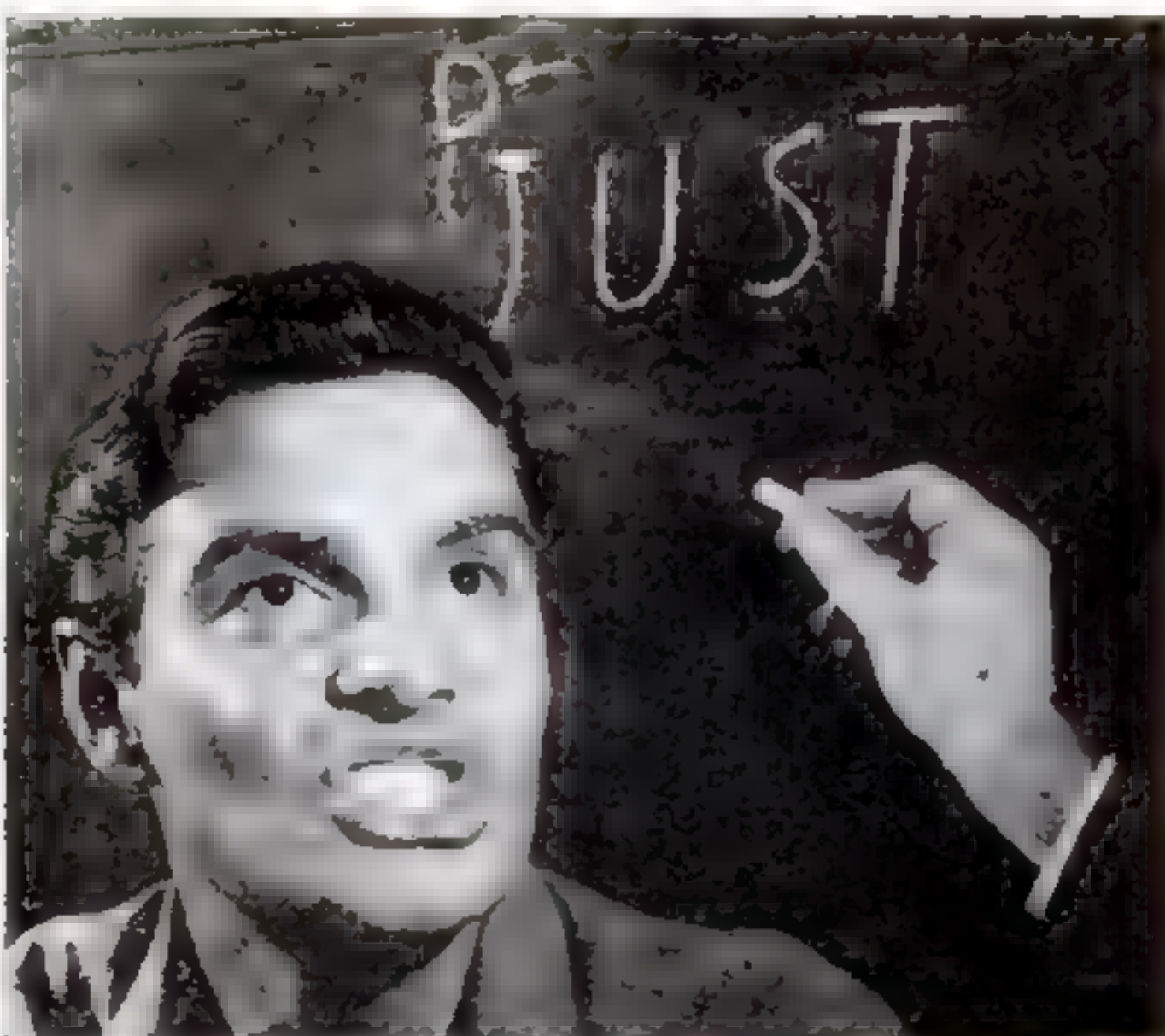
HE PRONOUNCES ENGLISH WORDS



JOURDAN SAYS "CUE." EXTRA "K" IS ADDED TO SHOW HIM "C" IS HARD



HE SAYS "WHERE." WORD IS WRITTEN TO REMIND HIM TO PRONOUNCE "H"



"JUST." EXTRA "D" INDICATES THAT "J" SHOULD BE PRONOUNCED HARD

CONTINUED ON PAGE 94

HIGH SPOTS IN THE LIFE OF JACK BENNY... NOW STARTING HIS 15th YEAR ON THE AIR

Sunday Night Fun Starts Again as Famous Comedian and All-Star Cast Resume Broadcasting

ONCE again Sunday night is laugh night. Millions welcome back Jack Benny as he starts his 15th straight year on the air. And here's more good news! Jack's old gang of regulars are all back, too, plus a great line-up of top-flight guest stars. For sparkling all-around

entertainment, tune in the fast-moving Jack Benny show every Sunday on the NBC Network.

This is Jack Benny's 35th year in show business. Below in words and pictures, are shown a few high spots in this great comedian's colorful career.



CAST

- ★ MARY LIVINGSTONE
- ★ PHIL HARRIS
- ★ ROCHESTER
- ★ DENNIS DAY
- ★ DON WILSON



1. Jack as a baby. Here's Mr. Benny, pride of Waukegan, at the age of seven months. Even as a baby, Jack showed signs of possessing that marvelous sense of humor that, in the not too distant future, was to make the whole world laugh.



2. His first taste of the show business. At an early age Jack was locally considered a child prodigy on the fiddle. He got his first taste of show business when he made a special appearance at the Barrison Theatre in Waukegan, Ill., his home town.



3. At the tender age of 17 he began his career in vaudeville. Taking the stage name of Ben Benny, he and Cora Salisbury, a pianist at the Barrison, teamed up as a vaudeville duo.



4. Jack marries the lovely Mary Livingstone. Out of the Navy, he went on as a single under the name of Jack Benny. His rise was rapid. While on tour with a big musical show he met and married Mary Livingstone in 1927.



5. Jack as a movie star. This is his characterization of "Charley's Aunt," Jack's favorite movie role. On the stage... on the screen... on the air—Jack has had them rolling in the aisles for 35 years.



6. During World War II, Jack entertained servicemen in almost every theater of war where American fighting men were stationed. Here he is at Nuernberg on July 4, 1945.

Every Sunday—7:00 P.M., EST; 6:00 P.M., CST; 5:00 P.M., MST; 4:00 P.M., PST; Repeat Broadcast, 9:30 P.M., PST

PRESENTED BY **LUCKY STRIKE • L.S./M.F.T.**

Frances Dee, in Loew-
Leusis production of
DeMaupassant's
"Bel Ami"

Hollywood Hair Stylist
Lillian Lashin, styles the
VENIDA
HAIR-DO
OF THE MONTH



October 1946: Lillian Lashin, hair stylist to lovely Hollywood stars, creates this enchanting hair-do for fall. Contributing to its charm . . . keeping each lovely line in place is the all-but-invisible Venida Hair Net. There's a famous Venida Hair Net to match the exact shade of your hair. Wear one regularly to retain that groomed look all day. Rieser Co., Inc., 119 W. 40th St., New York 18.

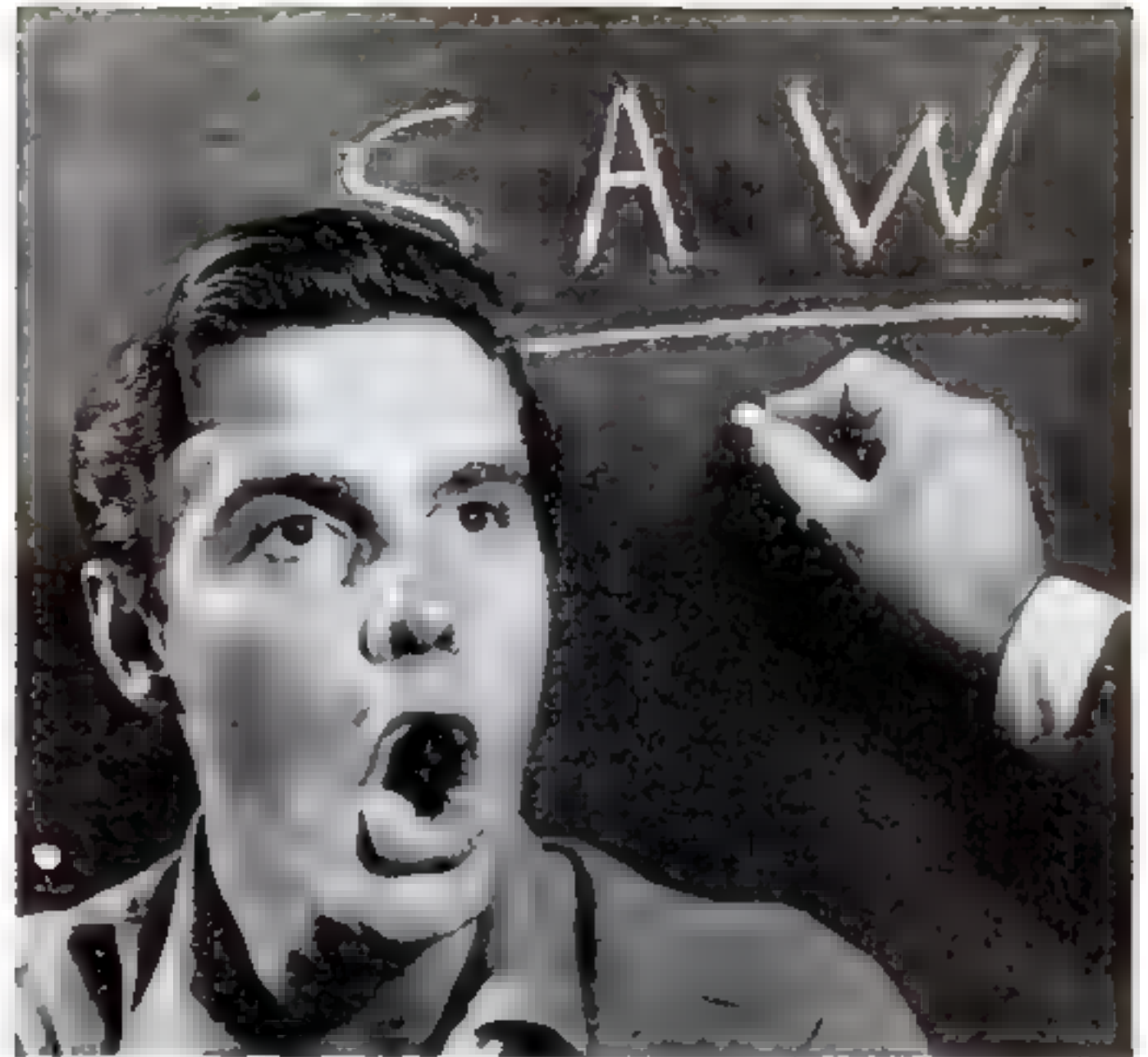
Other Venida Hair Beauty Aids: Hair Creme, Lacquer, Bobby Pins and the new **VENIDA CREME LANOLIN SHAMPOO**. Write for new booklet: "The Venida Way to Hair Beauty."

Venida
Hair Nets

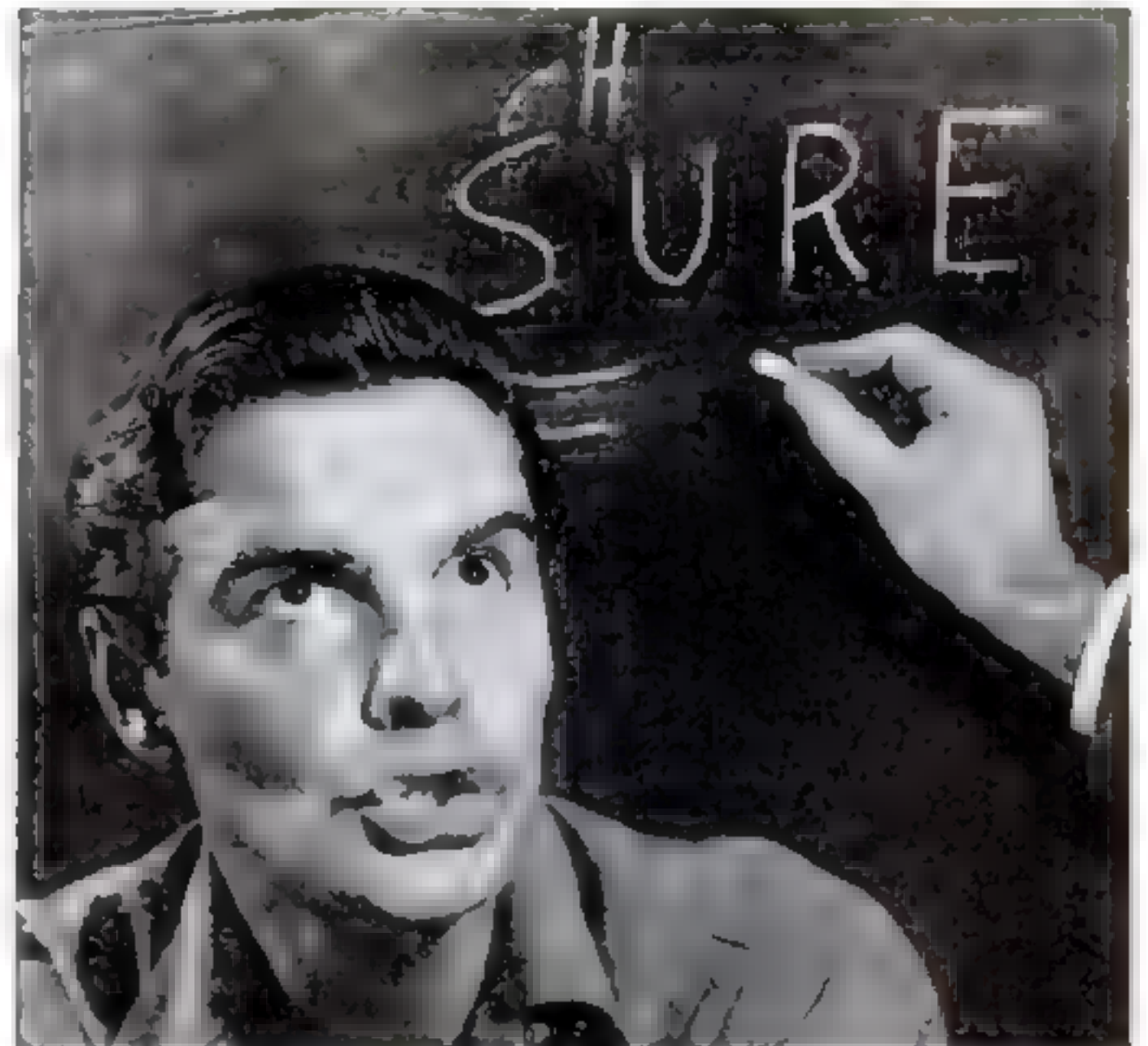
—another Venida Hair Beauty Aid



Old English
ALL PURPOSE
POWDERED CLEANER
MELTS DIRT AWAY



JOURDAN SAYS "SAW" WITH A PUPIL'S CONSCIENTIOUS OVEREMPHASIS



EXTRA "H" IS PUT INTO "SURE" SO THAT JOURDAN WILL NOT SAY "SOOR"



"THIN" IS DIFFICULT BECAUSE OF "TH," JOURDAN GENERALLY SAYS "TIN"

In choosing anti-freeze this year,
Unless your car's expendable,

Select the best and have no fear—
A Du Pont brand's dependable.



*Be prepared—get your "Zerone"
or "Zerex" anti-freeze now!*

ZERONE is made from the most efficient of all safe anti-freeze materials known. Three quarts of "Zerone" will do the work of four quarts of most other types of anti-freeze. "Zerone" needs only an occasional check-up. It improves cooling—retards rust and corrosion. Get Du Pont "Zerone"—it's the dollar brand in most demand.

\$1.00
A GALLON

ZEREX is non-evaporating—one filling lasts all winter. Like "Zerone," it contains a special chemical inhibitor that retards rust and corrosion and provides an "alkaline reserve," giving the cooling system long-time anti-acid protection. "Zerex" won't clog radiators or cooling systems. There's no better anti-freeze!

\$2.65
A GALLON

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

DU PONT



NO MATTER which anti-freeze you buy, make sure it will stay where it belongs—in your radiator. To do so, have a cooling system check-up before you put in anti-freeze. Your dealer will be glad to see to it that there are no leaks . . . no clogged parts. But don't wait until the last minute—give him time to do the job right. And remember, supplies of "Zerone" and "Zerex" are still limited.

Staying home next Monday evening? Then tune in on the Du Pont "CAVALCADE OF AMERICA" for great entertainment! On NBC stations.

REG. U. S. PAT. OFF.

Presenting

The Radios that Overtake



Timeless music lives in this mahogany period masterpiece with easy-to-use "Swing-A-Door" record player . . . radio, FM and Short Wave, Model 1417-A.



Beauty in blond, or charming brown mahogany. Brilliant mastery of records . . . superb radio, FM, Short Wave. Plus "Swing-A-Door" record player. Model 1117-C.

Beautiful Beyond Belief in



Period dignity in rich mahogany presents rare tone mastery for your favorite records, radio, FM and Short Wave—plus the ease of "Swing-A-Door." Model 1117-B.

Bendix Radio points a beacon of progress in the enjoyment of music and radio entertainment. For Bendix Radio, first in electronic research, today also leads in the art of styling fine radios for the home because it is firm in the purpose that on allied art must be worthy of the other.

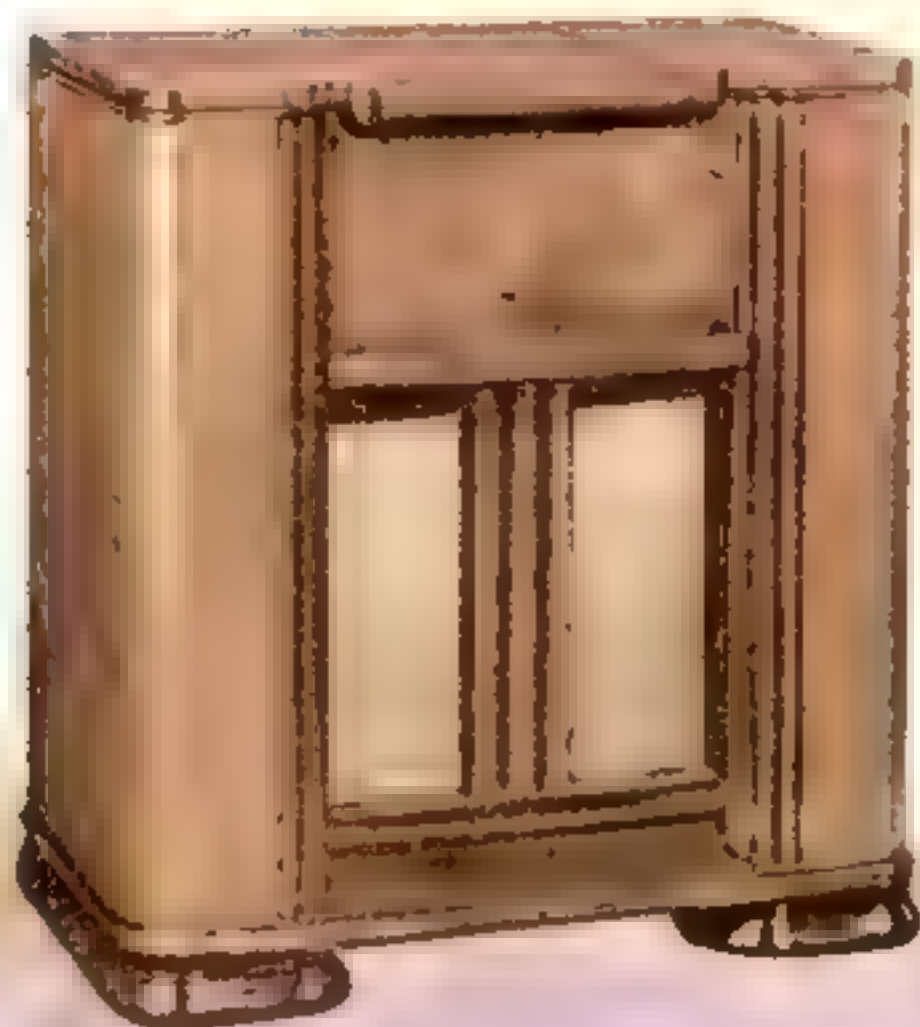
Pictured here is part of the evidence—twelve beautiful models from a stately, studded line. Built for the future, styled for the years, these are the radios that overtake tomorrow.

Here are aviation quality instruments featuring advancements both large and small, intricate and basic . . . new means and methods for making your record sound just as the recording artists mean.



Top favorite of the plastics . . . for its convenient molded-in handle, all-enclosed back. AC-DC. Ivory, Model 526-B, or mottled mahogany.

Tomorrow!



Today's greatest radio-phonograph value—features high-styled walnut grain effects, Short Wave, powerful performance and rich bass tone. Model 736-B

Tone and Styling!

them to sound . . . new ways of capturing the full breadth of radio transmission, bringing crystal clear each note and word.

Here, too, are new compact furniture styled cabinets presenting brilliant innovations in styling and design . . . providing such new functional features as super-abundant record storage, "Swing-A-Door" for record player convenience, easy-vision dials and others tailor-made to your dreams of tomorrow's radio.

Now you can see many models at better dealers everywhere. Hear them! Know their qualities—then judge for yourself why a Bendix Radio belongs in your home.

BENDIX RADIO DIVISION

BENDIX AVIATION CORPORATION • BALTIMORE 4, MARYLAND



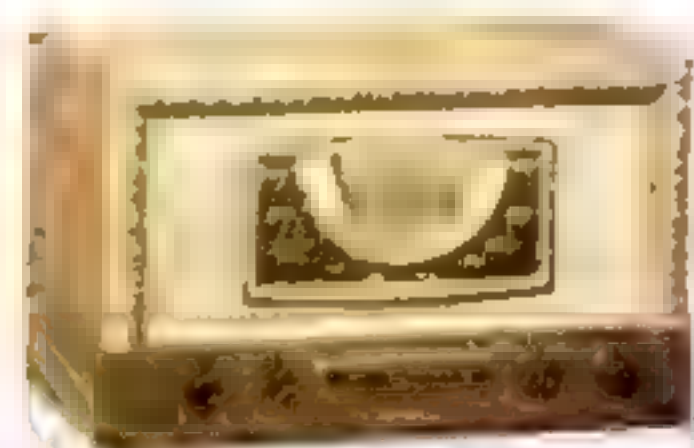
Space-saver "Consolette" radio-phonograph with Short Wave. Knotty pine, Model 676-C, walnut or mahogany. Holds over 100 records.



Invisible Radio with the amazing Phantom Dial, Exquisite Sheraton drop leaf table in genuine mahogany. Full console tone, AC-DC. Model 646-A



Choice table model radio-phonograph of today's young moderns seeking solid listening pleasure. Compact, effectively styled in walnut. Model 656-A



Today's finest table radio brilliantly presents both AM and FM with matchless tone—an achievement in blond walnut. Model 747-A



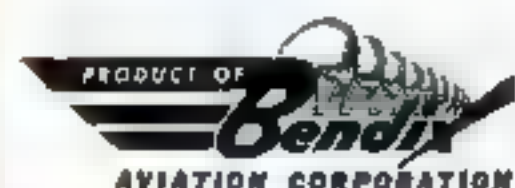
A gem in jewel-like Catalin—queen of the plastics—in two-tone green and black. Rich tone and performance enhance its beauty. Model 526-C



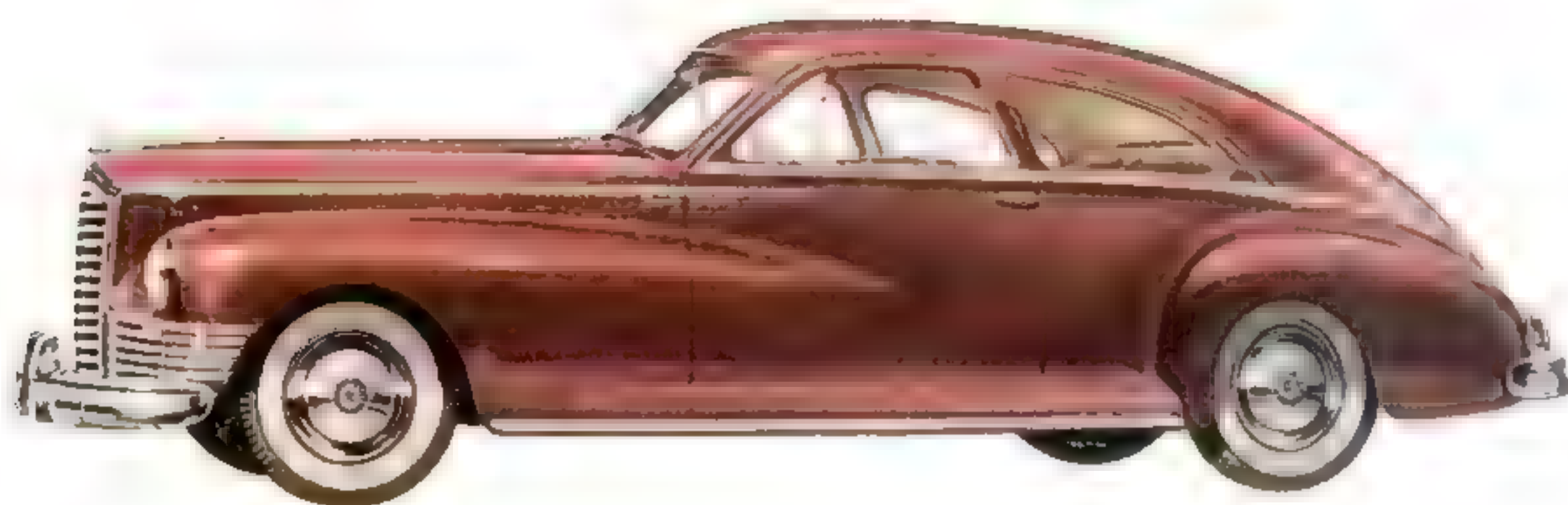
Distinctive design adds utility to beauty in mahogany plastic . . . with molded-in handle, all-enclosed back . . . powerful far-reaching performance. Model 636-A



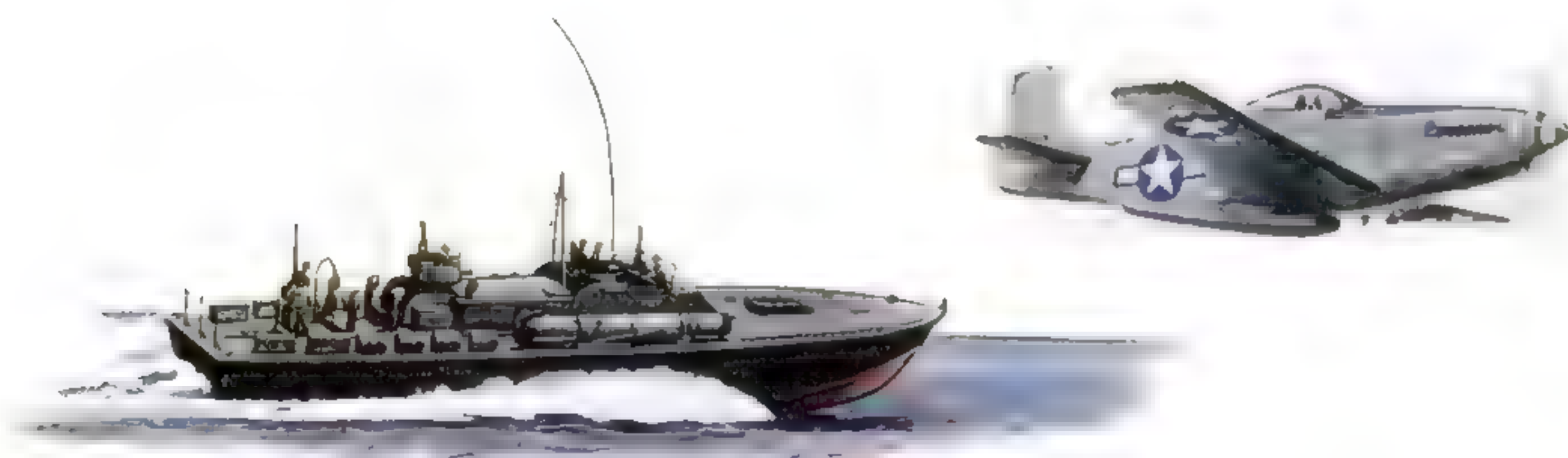
Plastic accents this new portable in luggage fashioned russet. Powerful performance on battery or AC-DC. Tone control. Model 687-A




© THE BENDIX AVIATION CORPORATION



 **Your eye tells you at first glance that today's stunning new**
Packard Clipper is far-and-away the most beautiful car ever built!



 **Listen to the boys who bet their lives on Packard-built engines during the war.**
They'll tell you that Packard spells performance and dependability!



 **Ask the man who owns one! He'll tell you why so many first-time**
Packard owners remain loyal to Packard year after year after year!



EBENEZER McMURRAY OF IOWA CITY WAS 3 YEARS OLD, AS HIS GREAT-GRANDDAUGHTER IS TODAY, WHEN IOWA BECAME A STATE IN 1846

IOWA CENTENNIAL

STATE CELEBRATES 100 YEARS OF PROGRESS

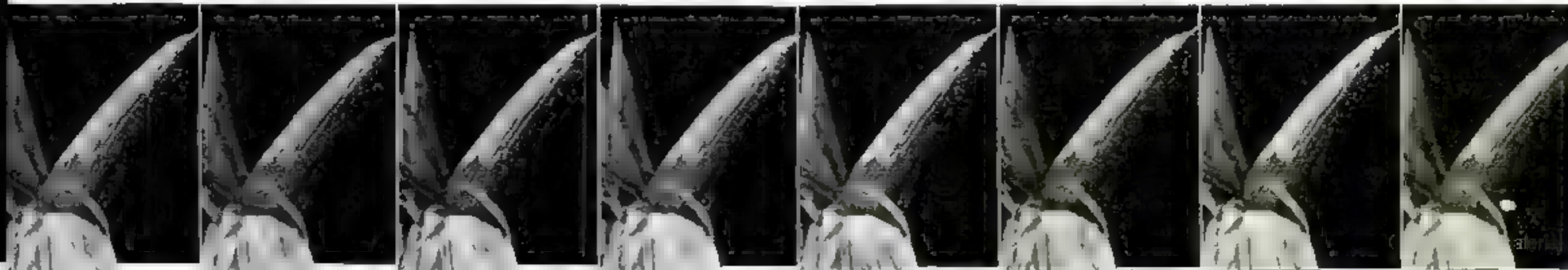
In 1846, when Iowa entered the Union, its population was 100,000. According to legend these people owned among them just \$183,426 in the various currencies of the time, or an average of \$1.83 each. But they had great faith in the future, because Iowa's soil seemed to have some magic which needed only a touch of the plow to make food spring forth in endless abundance.

This year, as Iowa celebrates its centennial of statehood, the pioneers have been vindicated. One such pioneer was Ebenezer McMurray, the spry great-grandfather shown above, who at 102 is one of Iowa's four surviving veterans of the Civil War. Old Man McMurray, who has spent 70 years of

his life in Iowa, has lived through the lean years when grasshoppers threatened to devour the crops. He has watched the railroads come marching across the Mississippi and the gasoline combine replace the horses that once moved laboriously through the grainfields. He has seen the growth of schools which give Iowa a literacy rate of 99.3, highest in the world. So if he sometimes feels that his great-granddaughter Mary Lynn Phillips will be fortunate to see as much in her own lifetime, his family finds it easy to forgive him.

On the next eight pages are some views of the rich legacy which Ebenezer McMurray and Iowa's other oldsters are passing on to the second century.

CONTINUED ON NEXT PAGE





EIGHT-MONTH-OLD HOG, wallowing in Iowa mud, weighs nearly 200 pounds. Note how right ear canceled

by twitching as the photo was made. This was hog's only movement and the whole LIFE's photographer watched it.



TYPICAL IOWA FARM run by Herbert Larson near Fort Dodge is composed of a neat cluster of tree-shaded



EGG CROP is distaff responsibility. This is Frances Larson, whose father owns the farm shown at center above.



MILK CANS beside barn are familiar Iowa scene. The state rivals Wisconsin and Minnesota in dairy output

ITS SOIL IOWA IS FIRST IN

Marquette and Joliet, the first white men to enter the area which has become Iowa, sighted it from the Mississippi River, were fooled by the river bluffs and sent back word that the land was mountainous and impassable. The settlers who came later learned better. Once past the river country, the land lies flat as a table top. Its soil is black, deep and fertile, full of nourishment and almost empty of stones. Today, 273 years after Marquette and Joliet, it is dotted by thousands of towns and a few big cities like Des Moines and Council Bluffs. But mostly it is neatly divided into farms like the one at the top center—usually a "quarter section," or quarter square mile—on which live the most prosperous farmers in the world.

The heavy loam is ideal for corn; fields like the one at the top of the opposite page stretch mile after mile. Where the loam is muddy, hogs like the one on this page wallow in it and grow fat on the corn.



buildings and silo surrounded by a quarter square mile of flat land which is bare of any obstacles to the plow.



CORNFIELD, with stalks standing head-high near harvest time, represents Iowa's biggest single source of cash

income. Woman in picture was walking to the farmhouse from vegetable garden she planted in middle of the field.

IS RICH CORN, HOGS, EGGS

from the fields. Chickens scratch around and produce fabulous quantities of eggs, and dairy herds roam over the meadows and grow heavy with milk. Orchards and vegetable gardens shower down their blessings at canning time, and farm wives seldom have to visit the grocery store except for such staples as salt and sugar.

Iowa's farming statistics are almost unbelievable. This single state contains a quarter of all the nation's Grade A farm land. It leads all other states in cash farm-income (\$1,500,000,000 last year), in value of its cattle and in production of corn, hogs, eggs, poultry, oats, popcorn, clover and timothy. Indeed it produces and markets more hogs than any other two states in the nation combined. Yet it has enough corn left over to feed about a million head of cattle imported each year from the Western ranges and send them off to market so sleek and firm that Iowa leads all other states in beef production as well.



CHICKEN FLOCK on Larson farm numbers 300. Eggs and fryers net Mrs. Larson and her daughter \$500 a year.



YOUNG HEIFER, a Brown Swiss, is counted on by her young owner to become prime milk producer some day.



DUTCH GIRL lives in Pella, a town inhabited almost entirely by immigrants from Holland and their offsprings. The 1,000 residents are fond of tulips, windmills, old world dress, wooden shoes.

IOWA CONTINUED



STATE CAPITOL at Des Moines was started in 1871, survived the 1904 fire to remain a sturdy competitor for the title of tallest building in the world.



QUAKER OATS PLANT at Cedar Rapids is one of the world's largest cereal factories, owns more than 8,200,000 acres of grain over the Iowa corn belt.



BAND CONCERT is Iowa institution. In the town park an audience listens to a weekly performance of Holstein High School's 40 boy and girl musicians.



STATE COLLEGE at Ames, founded in 1858, is largest of 40 colleges and universities in Iowa. It has 6,000 students, is noted for hybrid-corn research.



CITY STREET in Cedar Rapids is shaded by two rows of interlacing elms. Most of Iowa's urban residential centers have retained a quiet rural charm.



FOUR GENERATIONS of hardy Iowa stock are headed by Mrs. John F. McKee, 86, the oldest member of United Presbyterian Church in Scotch Ridge.



YOUNG PEOPLE like these two healthy 4-H Club members are another of Iowa's prize crops. But state worries because so many of its youngsters go elsewhere, leave Iowa to the old folks.



TO DO THIS LANDSCAPE, WOOD STOOD WHERE PHOTO AT RIGHT WAS MADE

STONE CITY

GRANT WOOD'S PAINTING HAS MADE TOWN FAMOUS

The late Grant Wood, Iowa's most noted artist, grew famous painting his native state and in turn helped make the state famous. Few people even in Iowa had ever heard of Stone City, the tiny village barely visible among the hills and trees of the photograph at the right, until Wood in 1931 made it the subject of one of his best known landscapes (*above*). As can be seen by comparing painting with photograph, Wood took a few artist's liberties. He compressed the scene slightly to include a water tower at right and two farmhouses at left which are actually out of range. He invented a large barn to help the composition of his foreground and tied up the whole pattern with typical Grant Wood neatness. But he had only to idealize the scene by a trifle to produce a canvas whose rich convolutions and verdant fields suggest the immense fertility and abundance of Iowa. Many of the farmers who live around Stone City have a copy of the painting. They like it fine, except that they wonder where Wood got the idea that Iowa trees grow in spheres.



GENERAL STORE at end of Stone City bridge is owned by Clate Dearborn. Building also houses town's post office, filling station and railroad telegraph.







100-YEAR-OLD MILL at Lynnville still grinds hog feed and chicken mash, provides favorite neighborhood fishing spot. In addition water now turns electric turbine.



ONE-ROOM SCHOOL in Poweshiek Township (above) has only six pupils this year. Below: an elderly horseman takes it easy behind racing barn at the Linn County Fair.



IOWA CONTINUED

STATE HAS FINE WEATHER, GOOD SCHOOLS AND 99 COUNTY FAIRS



CHIEF KEOKUK AND SON (1812)

The following are excerpts from the notebooks of the LIFE reporter and photographer who toured Iowa to make the pictures on these pages:

Keokuk, Iowa's big hydroelectric power plant center on the Mississippi, was named after good Chief Keokuk of the native Sauk Indians, who cast his lot with the Americans in the War of 1812 and re-

mained their esteemed friend ever afterward. Dubuque, 180 miles up the river, is named after Julien Dubuque, a French Canadian who became Iowa's first and perhaps only monopolist by virtue of controlling lead mines which furnished bullets for the frontier community. Unlike most monopolists, Dubuque never took advantage of his position; like most Iowans today, he knew how to drive a shrewd bargain but never gouged his customers.

The one-room school, an institution which served generations of Iowans well and ably, is on its way out. There are 1,700 fewer rural schools this year than in 1941, which means that the big consolidated school, with pupils hauled by bus from all over the countryside, is taking over. This may be a good thing, but a stranger observing Iowa's current crop of alert adults is inclined to doubt it.

One of the remaining country schools is Liberty No. 7, a trim, white-clapboard building (left) in Poweshiek Township. There are 22 desks, among which this year's student body of six seems a little lost, a drinking fountain, electric lights, a piano, a long blackboard and the inevitable school pictures of Washington and Lincoln. The teacher, Ruth Bauer, is a graduate of Iowa's Grinnell College, where she studied English and dramatics. She considers herself lucky that all her pupils this year range from the fifth to eighth grades. But she showed no concern at all over the fact that with less good fortune she might have had to handle everything from kindergarten up.

One reason for Iowa's fertility is the fact that it represents the perfect geographical compromise between the long summer days of northern latitudes and the long growing season of the south. At Iowa State College, where hybrid-corn research goes on despite the fact that it is hard to imagine how the state could produce another kernel, the long day is sometimes a handicap. Right now the school is experimenting with Guatemalan corn, which is used to a 12-hour tropical day. To keep the Guatemalan corn from going completely berserk and wearing itself out before it reaches maturity, researchers keep it dark under portable sheds (center) for four hours of the Iowa summer day.



HYBRID-CORN RESEARCH AT STATE COLLEGE

The county fair, repeated 99 times a year in various parts of the state, is the biggest social event of the rural season. The prestige of whole households hinges on how well Mother makes out with her preserved peaches and what kind of ribbon Junior wins with his steer.

One stand-by at the fair is the trotting races, conducted with an informality which would amaze city racegoers. At the Linn County Fair the track was littered with sandwich papers and even dogs and children, who always seemed to flee or be snatched from disaster just in the nick of time. There was no official betting, of course, but some of the cheering seemed to be more than academic, and an alert observer could see money change hands all over the grandstand.

One advantage of winning a blue ribbon at the county fair is that it carries an implied obligation to go on to the competition at the state fair, to which everybody wants to go anyway. Attending the state fair is something of a chore, for many visitors are unable to find Des Moines hotel rooms and have to camp out. But the crowds, like the crops, get larger every year.

Except in the winter months, surely not a night passes but what there is an outdoor church supper somewhere in Iowa. At Scotch Ridge the supper was held on a long, L-shaped table under the trees, near a signboard which read "The Christ we will not share we cannot keep." From their places behind the table Scotch Ridge's tireless womenfolk ladled out great quantities of fried chicken, a remarkable variety of sandwiches, sliced tomatoes, potato salad, baked beans, coleslaw, rolls, jelly, ice cream, cake and iced tea (see opposite page).

The congregation is without a pastor at present. The members, almost all of Scotch ancestry, know exactly what they want in a preacher and refuse to compromise. They have heard a number of candidates on recent Sundays but have yet to find one to whom they are willing to trust their souls.

In Greeley the mayor is John Horace Holmes (right). When we arrived at his house he was angry at his wife because she had forbidden him to go down in the well to fix a leak. Mrs. Holmes's edict seemed only prudent, since he is 79 years old, but he kept muttering that all women are cantankerous shrews. A week later he went down the well after all; the rope broke and help had to be called to get him out.

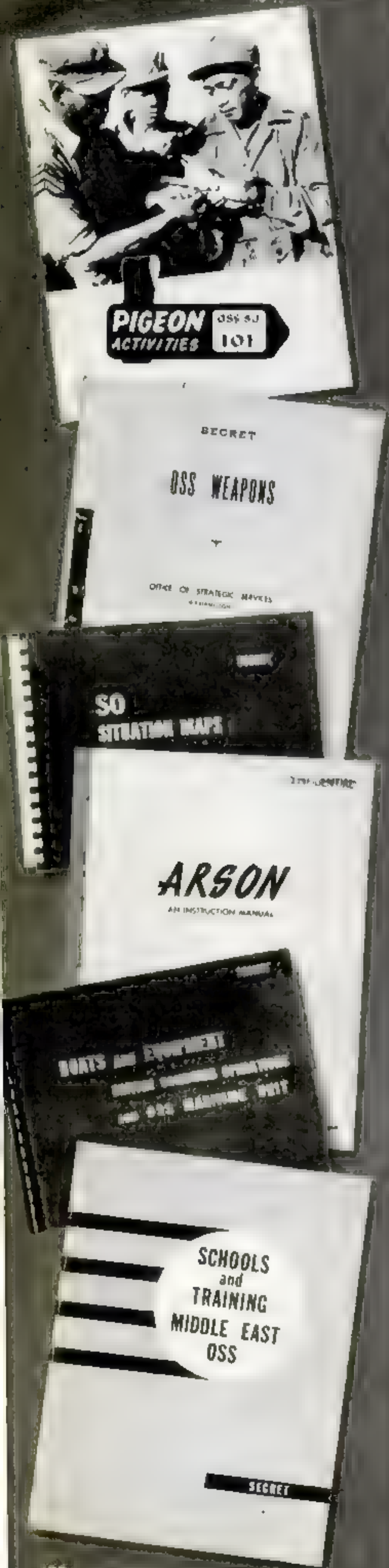


MAYOR HOLMES OF GREELEY



ONE OF IOWA'S GOOD PRESBYTERIAN
WOMEN PRESIDES AT A CHURCH SUPPER

Some OSS pamphlets



Intelligence:

IN A CONFUSED WORLD OUR DIPLOMATS NEED ALL THE FACTS THEY CAN GET. BUT OUR PRESENT INTELLIGENCE SYSTEM IS DANGEROUSLY WEAK. IN EXPOSING THE WEAKNESS, THE FORMER HEAD OF THE OSS REVEALS:

- Why German 88-mm. guns surprised us in Africa
- Why we paid too high a price at Yalta
- How OSS operated behind enemy lines
- How we penetrated Himmler's SS
- How Soviet spies operate on this continent

by WILLIAM J. DONOVAN

THERE is a particular lesson for all of us in the recent blowup over Mr. Henry Wallace's self-prompted speech on U.S. foreign policy—beyond the obvious blunder of shaking the world's confidence in the continuity and purpose of that policy. It is that no foreign policy can ever be any stronger than the information upon which it is based. From the conflict of opinion between the Secretary of State and the ex-Secretary of Commerce we can infer either 1) that Mr. Wallace has formed his policy on the basis of different information from that Mr. Byrnes possesses, or 2) that he has come up with a different conclusion from approximately the same pattern of fact.

The ordinary American would like to feel that there must be a policy that would enable us to be on the level with other nations but would let no nation push us around. In any event the government cannot appease and be firm at the same time. If one policy is right, the other is bound to be wrong. The nation's security lies in choosing the right one. But how? Whose information is best? When you do not have a properly recognized central intelligence service, you are bound to have government officials developing their own sources of information and relying upon them even though they have no means of testing them. This was illustrated in the fateful summer of 1939.

In a last effort to force the repeal of the arms embargo through the Senate, President Roosevelt and Secretary of State Hull one night summoned the Senate leaders. The late Senator Borah, ranking minority member of the Senate Foreign Relations Committee and leader of the isolationists, listened unimpressed while the President and Hull went over the cables and dispatches from abroad that convinced them that war was certain and close.

"No one can foretell what may happen," interrupted Borah, "but my feeling and belief is that we are not going to have a war. Germany isn't ready for it."

"I wish the senator would come down to my office and read the cables," said Hull. "I'm sure he would come to the conclusion there's far more danger of war than he thinks."

Today Borah's answer has a doomsday ring: "So far as the reports in your department are concerned, I wouldn't be bound by them. I have my own sources of information . . . and on several occasions I've found them more reliable than the State Department."

Nothing more need be said about Borah's

sources. But even the President's—the best we had—were something less than infallible, as Pearl Harbor would all too soon disclose.

The German historian Bernhardt defines intelligence as "unmasking the enemy's intent." It is more than that. In this imperfect world, as yet ruled by power and swept by passion and ambition, a nation's foreign policy is successful only to the extent that it is conditioned at all times by the true intent of its enemies and its friends. If the purpose of a potential enemy is unmasked in time, the war may be averted. If we Americans, for example, know and are able to evaluate properly the comparative resources, production, manpower and political outlook of a neighbor, we should be able to measure the friendship or enmity of that neighbor. If we know the true state of morale of our allies and the structure of their economies, we can plan our own security with confidence.

Now I am not one of those who believe that war between the U.S. and the Soviet Union is inevitable. And having served as a soldier in two wars in something less than a full lifetime, I certainly have no desire to witness another. Nevertheless the hard facts of the world demand that we Americans be realistic. We must recognize the possibility of war and that it is harder to prevent one than it is to wage it. When General Marshall stepped down as chief of staff, his parting words were a warning that if another war comes, the U.S. will of necessity be the first object of the aggressor. How could it be otherwise, with the U.S. as the world's foremost power and with our having twice in a quarter of a century intervened to break up great schemes for the conquest of Europe and Asia? Clearly, according to the new balance of power, only one nation now in existence has either the means or the political interest to undertake such a war—Russia and its considerable company of satellites.

Our hope for peace depends upon our foreign policy, and to determine that policy we must test the facts which bear upon the economic, spiritual and political factors involved. This being so, common sense dictates that we do two things. First, we must at all times know what is going on in the world. Second, we must never again—in General Marshall's phrase—slump so far in our "military posture" as to encourage another nation in the belief the U.S. can be defeated in war.

We Americans don't like the idea of espionage. The word has a disagreeable connotation. We don't want to spy on other people and don't want them spying on us. Yet everybody does it, includ-

Key to Defense

From 1941 until its dissolution a year ago, Major General William J. Donovan was chief of the Office of Strategic Services, the first broadly organized intelligence service in U.S. history. Behind him was 25 years' experience, first in World War I, later as an unofficial U.S. observer in Europe. For his services here received an oak-leaf cluster (right) from President Truman. Although now retired to private life as head of a New York law firm, Mr. Donovan has carried on a vigorous fight for the organization of a first-rate U.S. intelligence service, warning of the immense peril which the country faces for lack of one.



ing ourselves, and no one more diligently than the Russians.

The N.K.V.D.—the U.S.S.R.'s secret service—operates everywhere and in a highly distinctive manner. Whereas British and French intelligence are separately built around a small number of highly trained specialists, the N.K.V.D. depends characteristically on sheer mass. It has thousands of operators scattered throughout the world in countries friendly and not so friendly. It draws information from a vast number of sources—trained secret agents, *agents provocateurs*, fellow travelers, Communists, as well as the customary diplomatic channels. The first good, hard look that anybody has had into the scope and activity of its operations was recently afforded the Canadian government by the chance defection of a key code clerk in the Soviet embassy in Ottawa. Part of the Royal Commission report should be particularly interesting to Americans:

"As early as 1924, there was an organization at work in Canada and operating with Communist sympathizers in Canada. . . . While in Russia he [Sam Carr, one of the spies] took a course at the 'Lenin Institute,' where the matter taught included political subjects and also such practical subjects as the organization of political movements, fomentation or extension or prolongation of strikes for ulterior purposes, sabotage methods, espionage and barricade fighting. The students received a very good education as 'agents conspirators.' . . . Some of the activities carried on in Canada were so linked with what happened elsewhere that we feel bound to mention them in this Report. In general, the military espionage network in Canada . . . was a self-contained unit directed from Moscow. At times, however, the documents from Colonel Zabotin's secret archives refer specifically to espionage networks in other countries. Some of these documents relate to the 'handing over' from one espionage network to another, of agents who have moved or are about to move to Canada or from Canada to another country."

The N.K.V.D.'s prime object in Canada was to try to steal the formula for the atomic bomb, radar and other non-Russian war secrets—an enterprise which was the more disconcerting in that it was partially accomplished by the deliberate subversion of the citizens of a loyal ally in the midst of a common war. It is a fair assumption that whatever the N.K.V.D. did or is doing in Canada was done and is being done here.

The hard facts of survival in this world compel us to overcome our innate aversion to espionage.

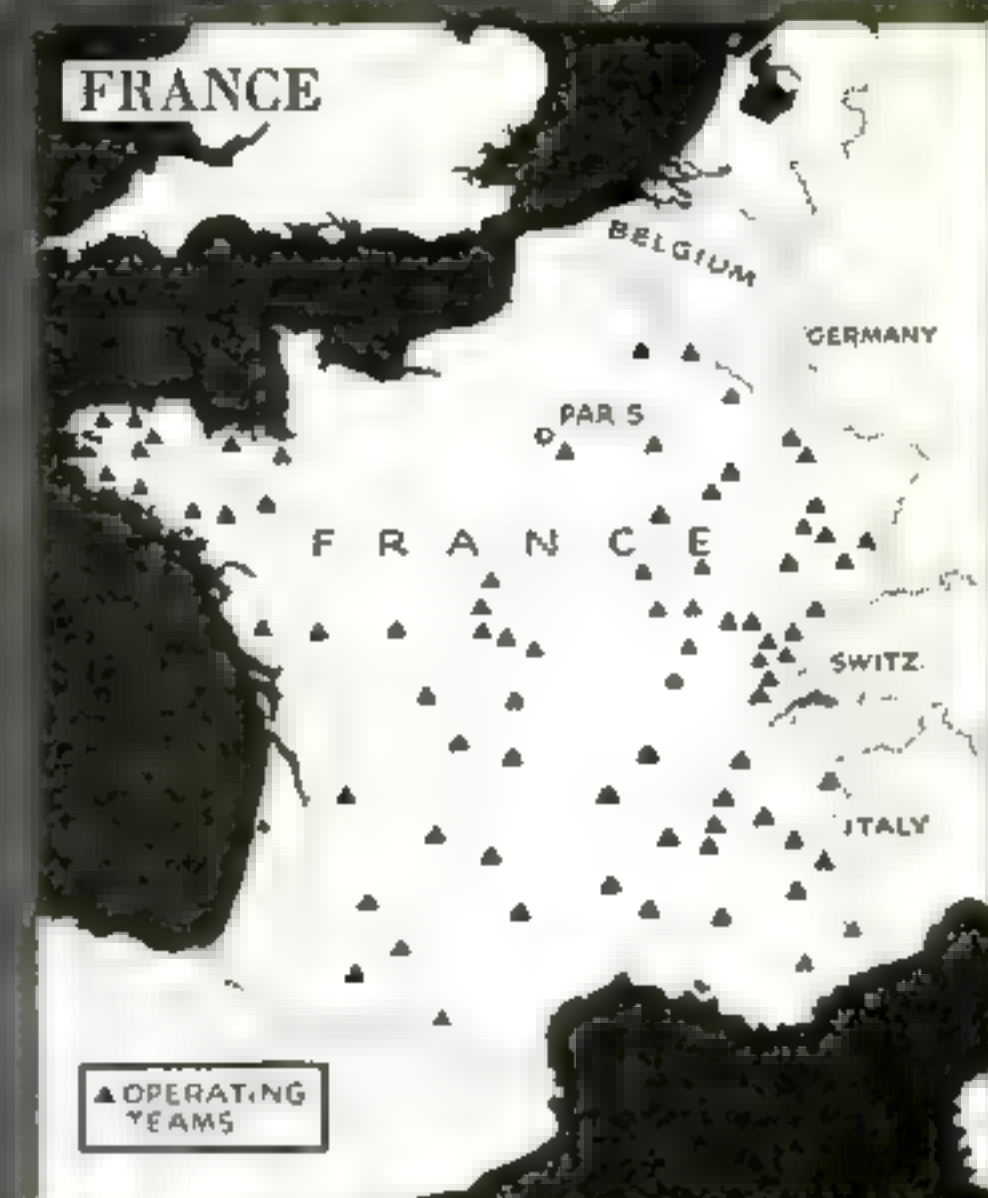
It is not hard for a totalitarian government to follow the evolving aims and interests of a democracy such as ours. Every significant change or shift in policy is preceded or followed by free public debate. But in totalitarian powers, avowed purpose is one thing. The hidden but real purpose is another. Real policy can vault through the censorship and the controlled press with the swiftness of a rocket which is swifter than sound. If such a nation should ever resolve to attack us, only an intelligence service capable of discerning the strategy developing silently behind the mask could spare us from disastrous surprise.

The entire intellectual approach to the American strategic position must be overhauled because that position has changed—in many ways for the worse. Up to World War II we had not thought it necessary to bother ourselves about the aims and purposes of other nations. Caught up in the sheer creative act of mastering a mighty continent, we never knew the fierce pressures that kept Europe in tension. The oceans protected us. The U.S. Army was a good-natured joke. Then it was unthinkable that anybody would attack us. That is true no longer. The rocket, the long-range bomber, the atomic bomb, bacteriological warfare and all the other paraphernalia of the 36-hour war have whittled down the wonderful defensive cushion of deep space which so far has always allowed us time to mobilize our productive resources for war while we had allies to fight delaying actions outside. Indeed, if in the future a potential aggressor should seize certain strategic bases, cut across our lines of communication or by skillful penetration disrupt our unity, it is entirely possible that we might not be able to fight at all.

Since the spatial cushion is no longer as thick as it was, we must find a substitute in time. One way would be to maintain an immense stand-by military establishment lavishly equipped with weapons of reprisal and in readiness at all the conceivable danger points. But who wants that? History is full of melancholy examples of the bankruptcy that eventually overtakes all clanking military empires. Intelligence supplies an alternative—cheaper and more congenial to our institutions.

The American desire is not to overawe with a vainglorious show of martial power, but rather to maintain the margins of defensive strength over any potential enemy. That means staying liquid, being in a position to push up the margins as fast as the unfriendly state raises its. If our intelligence does its job and discerns the hostile intent in good time; if the government, for its part, takes

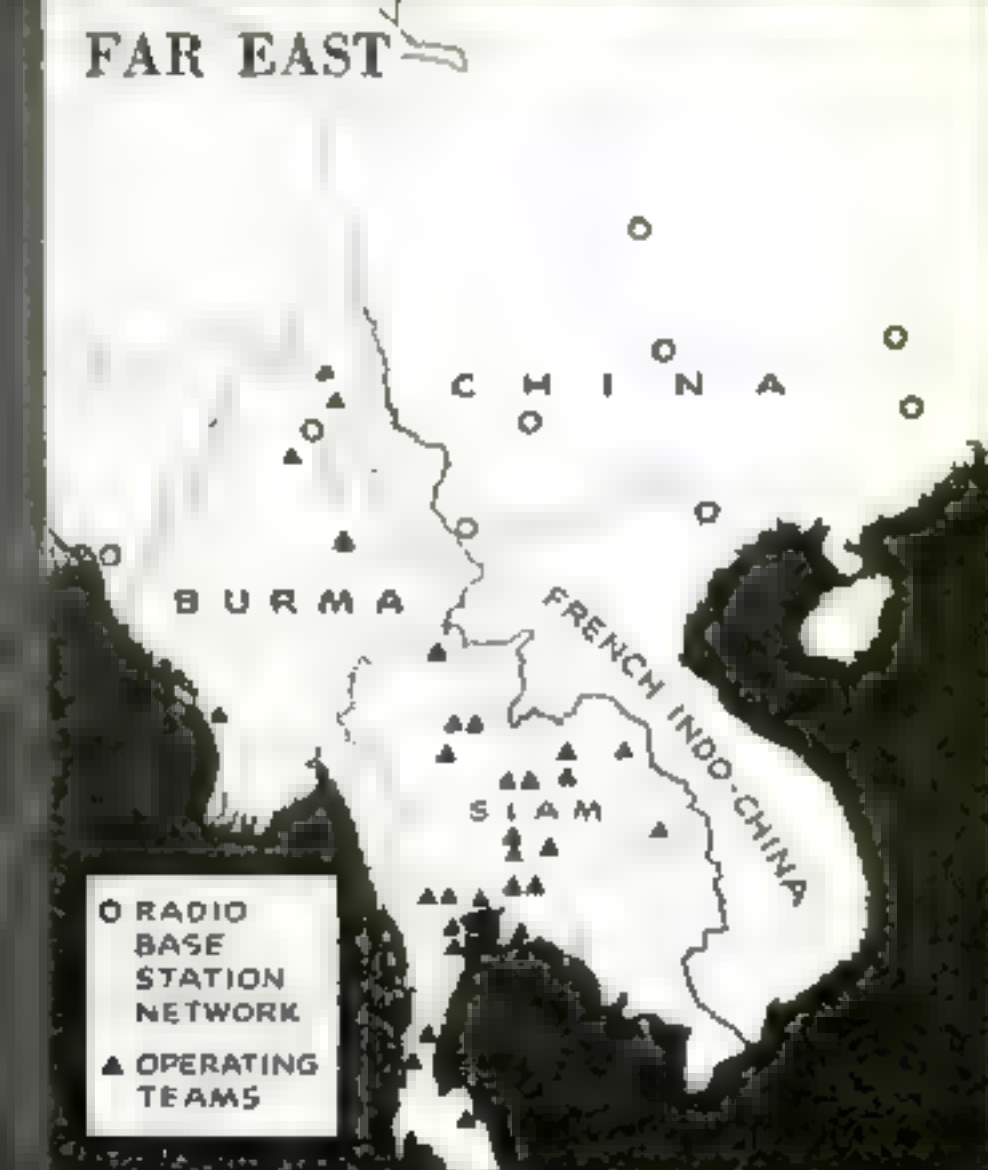
Some OSS operations



OSS TEAMS WERE SCATTERED THROUGHOUT FRANCE AS SHOWN ON THE MAP LONG BEFORE THE INVASION



OSS MAPPED THE "SAFE AREAS" (SHADED), HELD BY TITO, WHERE CRIPPLED ALLIED PLANES COULD LAND



SIAM WAS ONE OF THE MOST FRUITFUL OSS SOURCES FOR INTELLIGENCE DATA ON JAPANESE MOVEMENTS

CONTINUED ON NEXT PAGE

TOPS BETWEEN HOPS...



TWA. Pleasure bent! Checking over their route with Trans World Airline agent Robert T. Woldbauer, Paul Emeran and Edna Ryan enjoy a last-minute Pepsi before boarding one of the company's pleasant, luxurious Constellations.



American. Happy Landings! That's the Pepsi-Cola toast with the crew of this giant American Airlines Flagship, Stewardesses Mary Jane Kerschner, Phyllis Jane Dodson, First Officer A. M. Reeser and Captain William T. Swain.



Photos by Larry Gordon

PAA. All the comforts of home. And when Pan American Airways Stewardess Ellen Murdock pours a Pepsi for Janis Carlson and Lee Barrier, home really does seem closer. Flying time seems even shorter with Pepsi on board.



RUSSIAN ESPIONAGE in Canada during the war was headed by Colonel Zabotin (left), Soviet attaché. Communist M.P. Fred Rose (right), Cipher Clerk Emma Workin (center), both Canadians, cooperated in supplying information on radar, atomic bombs. These were only three of the 20 individuals accused.

INTELLIGENCE CONTINUED

the proper countermeasures, imparting firmness to its diplomacy, we can be forewarned and fore-armed and war itself may be averted. For as long as we are strong, nobody is going to fight us.

An intelligence service with a skilled and trained group of scholars and experts, having the regional knowledge and the linguistic competence of the countries involved, could be of the greatest aid in reaching the right decisions at the right time.

But have we not such an intelligence service now?

No, we have not. One of the by-products of the Pearl Harbor inquiry was a new organization called the National Intelligence Authority and informally known in Washington as the central intelligence agency. Its function, of course, is to keep us from ever being caught napping again. This founding was supposed to take the place of the emergency Office of Strategic Services (OSS). But it is my considered opinion that the new agency, though outwardly different from the mechanism in use before the war, perpetuates some of its worse defects and is no safeguard at all.

Information for war

IN July 1940 I was sent to England and saw the beginnings of her irregular warfare groups, saw fighting in Libya and Greece and observed the Nazis carrying out their strategy of subversion in the Balkans. Upon my return in the late summer of 1941, Mr. Roosevelt called me to Washington and asked me to draft a plan for a new intelligence service cut to fit a global war. "You will have to begin with nothing," he said, in effect. "We have no intelligence service."

It was no news to me. During the 1930s as a private citizen I visited Ethiopia, Spain and other European countries to see what modern war would mean. All other nations, even the little ones, had capable secret intelligence agencies. We had only the conventional intelligence service of the Department of State, with its military and naval attachés, and the agencies attached to the War and Navy Departments, which limited themselves narrowly to items of purely military information. There were not even the glimmerings of a counterespionage system to check on the foreign agents seeking entrance to our country.

After Europe was overrun by the enemy, our State Department found itself cut off from most sources of information and dependent largely upon what friendly governments chose to provide. We had only the intelligence gathered by other hands, evaluated by other minds and shaped by other aims. We had no way of telling when information was planted or where a rumor originated.

We didn't even know how to utilize what little authentic information we had. In his report, *The Winning of the War in Europe and the Pacific*, General Marshall states that the Wehrmacht held an advantage with its 88-mm. gun almost to the end of the war. "In the Spanish Civil War," General Marshall writes, "the Germans were careful to conceal the role of the 88 as an antitank and antipersonnel weapon, revealing it only as an antiaircraft piece, but when we first encountered it [in North Africa], it was serving all three purposes with deadly effect." The implication is that had the War Department known the 88-mm. gun was a triple threat, our whole ordnance and infantry program would have been corrected. Actually the War Department was in possession of all the necessary facts as far back as 1938. I was one of those who provided them. During the summer of that year I happened to be in Europe on business. The Spanish Civil War was raging. I believed Spain to be,

CONTINUED ON PAGE 112



Frank falls apart on the 5:15

• What's wrong with this picture?

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THE GERMAN 88 was a mystery weapon to the Allies. Not until North Africa did they fully understand its triple threat: antitank, antipersonnel, antiaircraft.

INTELLIGENCE CONTINUED

ideology aside, a laboratory for the weapons of the next war, and I went there to observe their performance. I met no other American observer. Touring the front, I saw the German 88 cover a Franco advance with antipersonnel fire and shoot down Loyalist planes. From a reliable Spanish witness I learned that the 88 had also stopped Russian tanks. On my return I made my report to General Malin Craig, then chief of staff. I never learned what happened to it; but obviously it never reached General Marshall. The moral is clear: an intelligence service that does not provide means for information to be acted upon is only a series of telephone lines without a switchboard.

In the late summer of 1941, scattered through the various government departments, were documents, memoranda, reports and other informative material which, if properly brought together, would have given our diplomatic and military leaders the knowledge and insight into the potentials of the Axis powers that they needed.

In such a setting the task of organizing our intelligence was begun. One fact was immediately evident. However logical the idea might be, it made no sense to try to coordinate the various intelligence agencies themselves—it would take 20 years just to pry them loose from the parent departments. All that could be done was to coordinate their information within a single central agency. A distinction would have to be drawn between the kind of intelligence required for immediate and direct use on the battlefield and the intelligence required by policy makers in arriving at strategic decisions, between intelligence acquired in an open, legitimate manner and intelligence obtained by secret means.

Purposes of the OSS

THE definition that evolved was substantially as follows: that we set up a central intelligence organization which would collect, either directly or through existing government agencies at home and abroad, pertinent information concerning potential enemy countries, the character and strength of their armed forces, their internal economic organization, their principal channels of supply, the morale of their troops and their relations with neighbors or allies; and that we should analyze and interpret such information by applying to it not only the experience of Army and Navy officers but also of research specialists trained in the relative scientific field (including the technological, economic, political and psychological).

It followed that strategic information so obtained would be of determining influence in modern war, since it constituted the raw materials by which the President and his military and political advisers formed operational decisions.

The building up of such intricate mosaics of purpose and re-

CONTINUED ON PAGE 114



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INTELLIGENCE CONTINUED

sources was manifestly far beyond the cloak-and-dagger concept of intelligence. Good intelligence was no more mysterious than McGuffey's *Second Reader* and just about as sinister. If the war taught OSS anything, it was that half an hour spent with the brakeman of a freight train running into Occupied France would produce more useful information than Mata Hari could learn in a night.

The heart of American wartime intelligence was a collection of highly implausible "operators"—scholars and research men, economists, engineers, experts on European labor movements, historians, linguists, anthropologists and sociologists learned in the lore of strategic regions. They came to us from universities and private research institutions, from commercial firms and labor organizations. Yet these amateurs in intelligence showed what intellect, diligence, courage and willingness to get around can accomplish in a supposedly esoteric realm. For example, at the beginning of the war it was believed in many quarters that, as in 1918, Germany's food position would force her early collapse. Our agricultural section adhered to the contrary view that she would be able to increase her rations. In October 1942 she did.

Allied intelligence regarded German combat manpower as almost the only factor unlikely to limit German capabilities. Our manpower section dissented. It predicted that a manpower shortage would be a limiting factor when pressure was applied. This opinion was confirmed by our study of German casualties.

It was important to learn not merely the size of the forces that the enemy could put into the field but also the manpower available for the internal economy. We found that small-town newspapers carried obituaries of German officers killed in action. We knew that, as in all armies, there was a fairly constant ratio of enlisted men to officers killed. By underground means we obtained small-town newspapers. We read them carefully. By 1943 we were able to make an estimate of the strength of the German army that turned out to be curiously exact.

Needles in haystacks a specialty

A QUESTION of high priority throughout the war was German tank production. We sent some of our economists into the battlefield to examine captured German tanks. Each tank carried a factory serial number. These numbers, we knew, ran consecutively in every factory and never varied. When we collected enough numbers, which meant several thousand, we were able to estimate tank production.

Foreign agents assigned to this country, we learned, were always instructed to read daily newspapers carefully. A democratic press is rich in source material for intelligence. But even a regimented press will again and again betray the national interest to a painstaking observer. An item in the society column of a newspaper in a German garrison town revealed the location of a division we had been seeking.

Pamphlets, periodicals, scientific journals are mines of intelligence. Here are a few things we found in them:

The total reorganization of the German armaments and munitions industries at the end of November and beginning of December 1942.

German labor mobilization of December 1942 and January 1943.

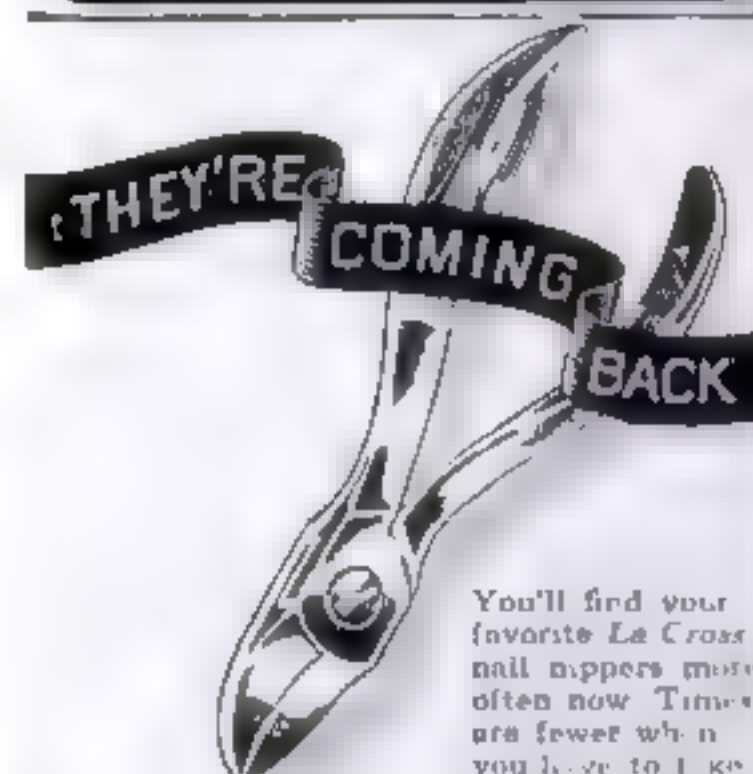
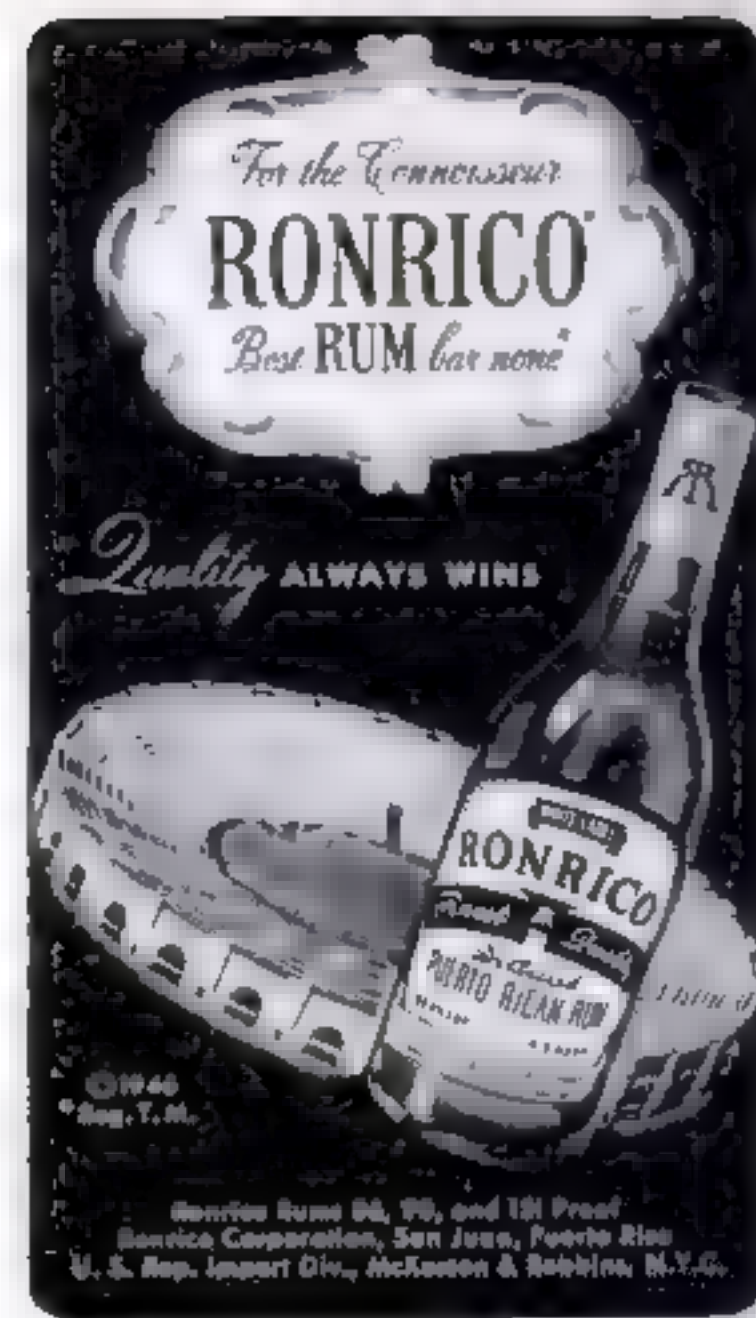
The first confirmation of the existence of German submarine oil tankers together with the first photograph of such a tanker refueling a submarine at sea.

The conversion by the Germans of captured Russian locomotives from wide to standard gauge.

The first description of the new two-man Italian assault boats designed to operate either on or below the surface to attach mines to ships at anchor.

With the establishment of clandestine radio networks throughout enemy territories, we were able to tie in secret intelligence to strategic and combat operations. During the eight months preceding the unconditional surrender, more than 100 OSS missions penetrated Germany to obtain information on the position and movements of troops, hidden factories and storage dumps, the effectiveness of Allied bombings, the treatment of prisoners of war and the strength of Nazi control of the civilian populations.

There is almost no limit to what resourceful and imaginative men can do once the chinks in the enemy armor have been located. One of our men, an anti-Nazi exile in London who volunteered for service with us and was subsequently dropped by parachute on the outskirts of Berlin, wormed his way into the Sicherheitsdienst, Himmler's security service. Every week or so a middle-aged German civil servant, reserved of manner and dress, crossed the Swiss frontier en route to the German Embassy at Bern. Under



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CONTINUED ON PAGE 112

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till you come to



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AT YALTA Mr. Roosevelt, lacking accurate intelligence reports, traded important postwar concessions for Stalin's guarantee of entry into Pacific war.

INTELLIGENCE CONTINUED

his arm, as a rule, was a plain Manila envelope containing copies of all important diplomatic cables received by the Foreign Office during the preceding week. Along the way from the border to Bern, according to a routine best left unpublicized, the contents of the envelope would be transferred to American possession.

From Switzerland, intelligence networks were established leading into Occupied France, Germany, Austria and northern Italy. OSS units fought with Italian partisans. Agents parachuted deep into southern and central Germany were frequently in daily radio-telephone contact with OSS officers in specially equipped bombers. Even as the German army fell back toward the "redoubt" in the Bavarian Alps in the spring of 1945, some 30 OSS operatives were already installed in that region with their radio equipment set up and their contacts made. One OSS lieutenant, having penetrated into Innsbruck, was caught and tortured but talked himself out of that tough spot and persuaded the Gauleiter Franz Hofer to surrender. When the 103rd Division arrived, it found the city already occupied by an OSS mission of three men.

In Normandy and southern France we worked with the French resistance. Some of our operation groups, small fighting patrols, furnished leadership, supplies and equipment to resistance groups in Norway, Belgium, Denmark and Greece, to partisan groups in Italy and Yugoslavia and to guerrillas in China, Burma and Indo-China.

Siam was a most important observation point for us, and there we placed American agents and American-trained Siamese for penetrating Japan and setting up an intelligence network in Siam.

The Burma campaign was an excellent illustration of the help irregular warfare, with natives like the Karens and Kachins, can do in support of military operations.

"Hyphenated" Americans were useful

AN unusual circumstance that helped us was the melting-pot nature of the American population. No other nation has in its population so many diverse national strains as are found in ours. During the war some thought the unassimilated admixture would prove a weakness that our enemies would penetrate and exploit. Instead the vast pool of linguistic skills and special racial and regional knowledge became one of our prime assets. No matter what region was involved, we were always able to muster for intelligence work either American citizens or friendly aliens versed in its language, politics, history and customs.

A year ago we broke up OSS. For peacetime it was urged that OSS be replaced by another central intelligence service appropriate to our position as the world's greatest power and having at its organizational fingertips all the information affecting the American position everywhere and anywhere. Instead there has emerged a makeshift intelligence service, honoring in the breach every principle learned so painfully under fire.

The new National Intelligence Authority is made up of the Secretaries of State, War and Navy and of the chief of staff to the

CONTINUED ON NEXT PAGE

ALWAYS TWO STRIKES ON A SNOW MAN

LISTEN MIETER - YOU BETTER GET RID OF THAT LOOSE DANDRUFF. WHY NOT TRY JERIS?

LOOKS GOOD! FEELS GOOD! SMELLS GOOD! AND ALL MY LOOSE DANDRUFF IS GONE!

HOT TIMES AHEAD! NOW HE MAKES A HIT EVERY TIME!

JERIS KEEPS HAIR WELL-GROOMED
FREE OF LOOSE DANDRUFF
ANTISEPTICALLY CLEAN
AND IT'S NON-GREASY

NOW JERIS KEEPS MY HAIR WELL-GROOMED - ALWAYS FREE OF LOOSE DANDRUFF



You can't make Martinis without Vermouth.

You can't make good Martinis without good Vermouth.

You can't make the best Martinis without the best Vermouth.

Cresta Blanca Vermouth is created by skilled vintners and blended with special regard for you who wish to serve dependably delicious cocktails to guests of discriminating tastes.



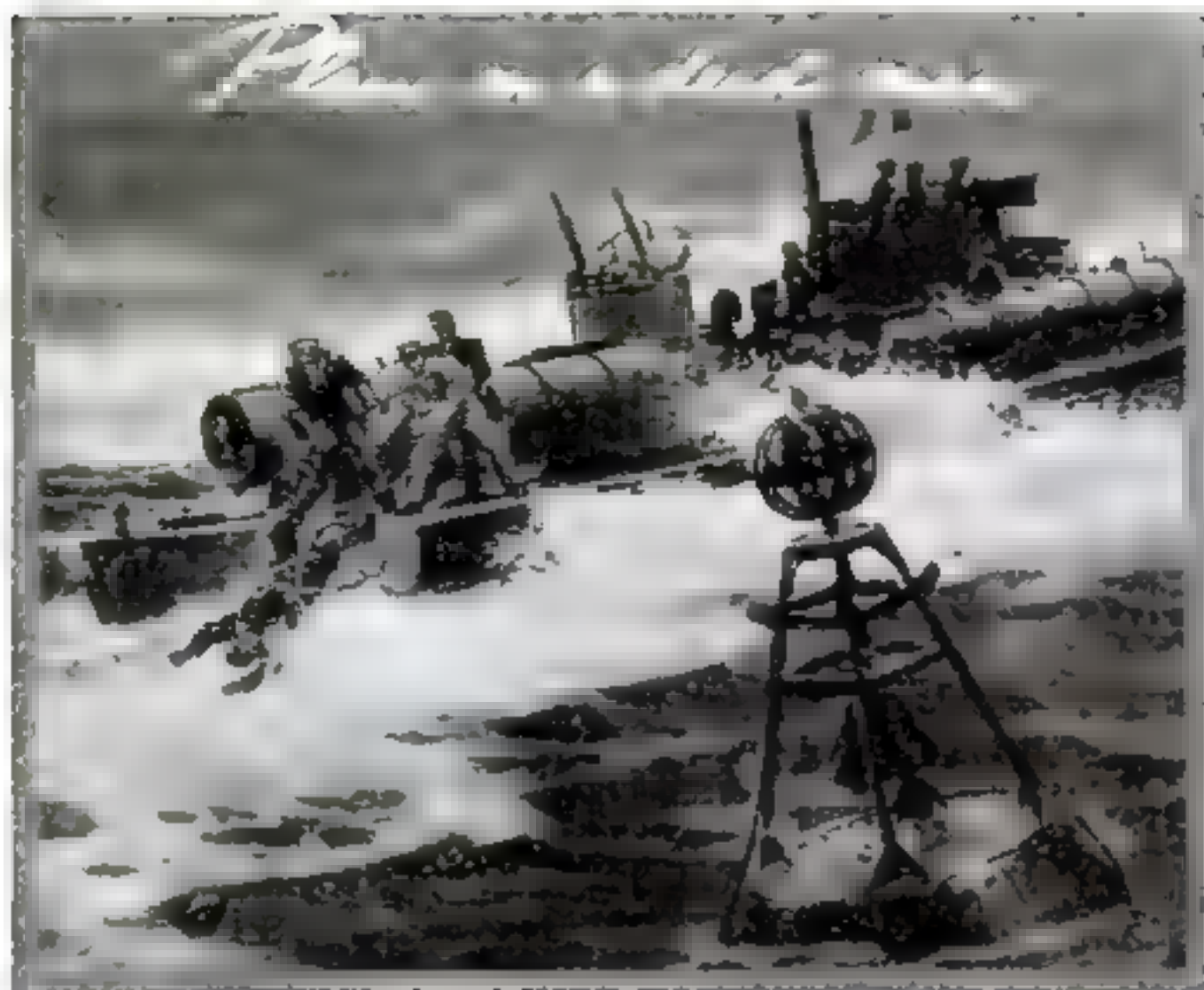
From the finest of the vines

**CRESTA
BLANCA
CALIFORNIA
VERMOUTH**



Hear "Hollywood Players" every Tuesday evening—CBS

Copyright 1946 Cresta Blanca Wine Co., Inc.,
Livermore, California



INTELLIGENCE TRICKS of other countries were studied by OSS. Before the invasion of Sicily, for example, French agents recovered body of French aviator from Mediterranean, planted papers on it indicating invasion would be directed against France instead, threw it back in sea for Germans to find.

INTELLIGENCE CONTINUED

President. Thus we have a committee, the first duty of whose members is to their respective departments. Intelligence is a full-time job. How can we expect to get an efficient service based upon such an administrative fallacy?

Under this authority is a director who has the right to participate in the meetings of the Committee but not to vote. Although appointed by the President, he reports not to him but to the very heads of the departments to whom he furnishes the intelligence and upon whom he is dependent for facilities, funds and personnel. Can such a director be master in his own house? Will there be scope for the independence, initiative and imagination without which intelligence will sink to mediocrity? The whole affair has been further weakened by placing the interpretive and evaluation unit in the State Department.

Such machinery cannot possibly work. It cannot work because it violates those precepts of intelligence which common sense and experience have handed down to us. What are these precepts?

1) Independence. A good national intelligence agency must be independent of other departments of the government; but in so being it need not restrict the present activities of the existing separate intelligence procurement agencies. G-2, Naval Intelligence and the State Department could carry on precisely as they have, with no fear of hindrance in assembling information for their own needs.

2) Direction. To aid in its operation, the agency should have an advisory board of the Secretaries of State, War and Navy.

3) Coordination and Analysis of Information. The central agency would draw upon other agencies for material and it would secure what other information it might need to supplement this material. The agency would then evaluate and interpret all the material in the form of strategic studies.

4) Personnel. To this end the central agency would build up a staff of specialists with linguistic competence and regional knowledge, backed up by active or retired officers in the diplomatic, military and naval services who have professional training and skill for this job.

The fact is that our intelligence, if imaginatively employed, is able to bank on the presence everywhere of innumerable people of goodwill who hate oppression and domination in all forms. Within our borders the same foreign-born experts who guided us so valuably during the war are prepared to help secure the peace. Regrettably, the present intelligence setup shies away from these people. In some instances government agencies require a pedigree of two or three generations before they will entrust an officer with intelligence responsibilities.

5) Wartime Operations. In time of war the central agency must have sole authority as to the conduct of those morale, psychological, counterespionage and special operations in enemy or enemy-occupied territory which are found necessary to anticipate and counter enemy attempts at penetration and subversion of our own intelligence services. In time of peace it should maintain training

CONTINUED ON PAGE 129

**At First Sign
of a Cold**



Head colds can cause much suffering. So don't neglect them. At the first warning snuffle or sneeze, put a few drops of Vicks Va-tro-nol in each nostril. Va-tro-nol quickly relieves sniffly, sneezy distress... helps prevent many colds from developing if used in time.

Try it. Just follow simple directions in the package.

**VICKS
VA-TRO-NOL**

SOOTHE THROAT!
Relieve Coughs due to colds



What is the
most-talked-about
flashlight in
America?



RUB-R-LITE

Because: you can't break it. Because: it's absolutely waterproof. Because: you can use it in rain, mud, snow. And because: it never fails to give you the light you need. Say RUB-R-LITE to your dealer and see! Made by Lennan Lights, Inc., Burbank, California.



“Our railroad carries everything—even *Opportunity*”

“NEXT June they’ll hand me a diploma and turn me loose. Then I want to go right to work.

“Should I go to the city, where they are always saying the big opportunities lie — or should I stay here, where I’ve lived ever since I was a kid? Well, this afternoon — up here on this hill-top — I decided to stay right here.

“Know why? When I saw that train pulling into our town down there, I realized I had both friends and opportunity here. The railroad tracks which connect us with the cities and markets of the whole country extend opportunity to every town in America.

“I’ve got a good partner already — in the railroads — even before I go to work!”

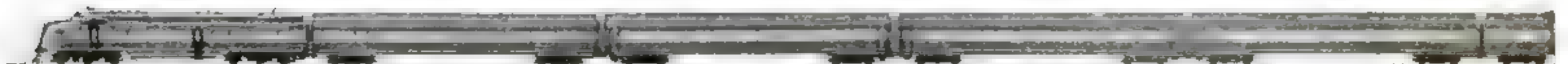
That young business-man-in-the-making is right. Throughout his entire career, the railroads will work with him as a partner — first providing him the opportunity he seeks for success; then bringing to him the raw materials he’ll need to produce his product; and finally carrying away finished goods to world markets.

Partnerships such as this are deeply rooted in

thousands of localities throughout the nation. They are *home-town* partnerships from beginning to end, for the railroads are a home-town business in every community they serve. They buy supplies locally, employ local people, own local property and pay local taxes which help support the schools and other public services of every sort — the same kind of taxes *you* pay.

And like any other local, home-town business, the railroads provide and maintain their own facilities without support from local, state or federal taxes.

ASSOCIATION OF **AMERICAN RAILROADS** WASHINGTON 6, D. C.



IN PARTNERSHIP WITH ALL AMERICA

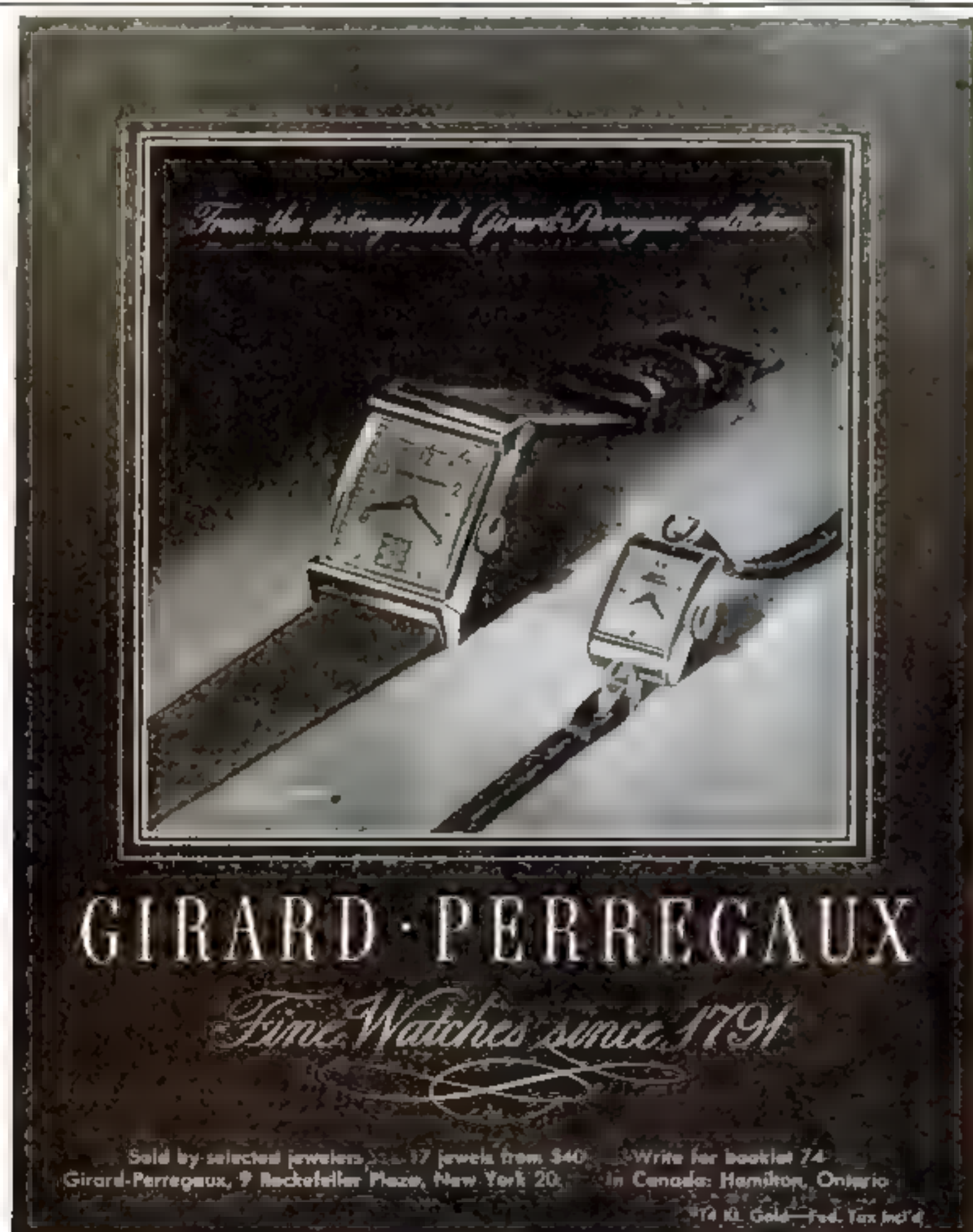
who belong to the world's most distinguished After-Shave Club

Just dash a little Aqua Velva on your face after you've finished shaving. That's all you need to do to get the utmost in after-shave pleasure.

● Join the men who have made Aqua Velva the world's most popular after-shave lotion. Bracing as a breeze—cool, refreshing Aqua Velva leaves your skin feeling softer and smoother. Men like the clean, fresh scent.

Just dash a little Aqua Velva on your face after you've finished shaving. That's all you need to do to get the utmost in after-shave pleasure.

The J. B. Williams Company, Glastonbury, Connecticut,
makes of fine shaving preparations for over 110 years.

A black and white illustration depicting a group of men on the deck of a ship. In the center, a man in a captain's uniform with a peaked cap looks towards the right. To his left, another man is seen in profile, looking out at the sea. To the right, two more men are visible, one looking towards the center. In the background, several sailboats are on the water, and a lighthouse is visible on the left. In the foreground, a sign is propped up, listing the names of several men. Next to the sign is a bottle of Aqua Velva after-shave lotion. The overall scene suggests a nautical or maritime setting, reinforcing the 'bracing as a breeze' theme mentioned in the text.

cadres and schools for the study of techniques and skills needed in such operations.

6) Administration. The director should be a civilian appointed by the President. The agency should have its own budget granted by Congress.

7) Limitation. At the same time it must not be allowed to become a Gestapo. There should be a separation, as now, between law enforcement and intelligence. The agency should be limited by law to collecting intelligence abroad and it should have no police functions either at home or abroad.

8) Security. For its security it should have its own system of codes and its own facilities for communication, in peace and in war.

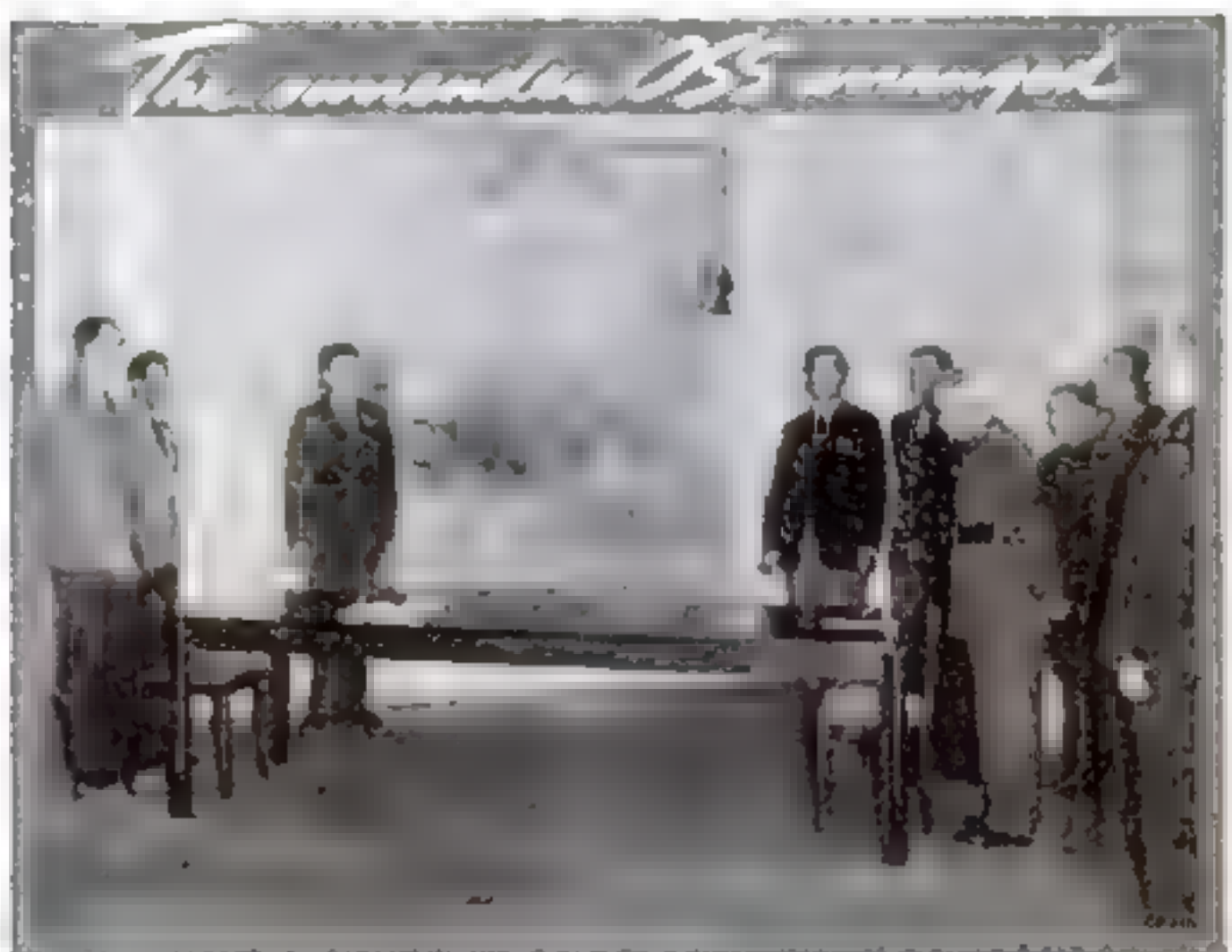
9) Wartime Control. In war or unlimited emergency it should be coordinated with the various military forces under the immediate command of the joint chiefs of staff.

It cannot be overemphasized, however, that the prime objective of intelligence now must be less to prepare for war than to help preserve peace. Every nation is likely to err in its appraisal of the mental and spiritual reactions of other nations. That is how Hitler came to misjudge our will. That is how he blundered into war against Russia. There is a danger that Russia may make similar mistakes about us. We will not make the same mistake regarding Russia or some other nation if we reharneass now the talents and the abilities we have thrown away.

It is terribly easy to go wrong, to make a mistake in high policy because of an Intelligence slip-up. The appearance of the U.S.S.R. as a partner of the Chinese in Manchuria was largely brought about by an American policy decision growing out of a fatal gap in intelligence.

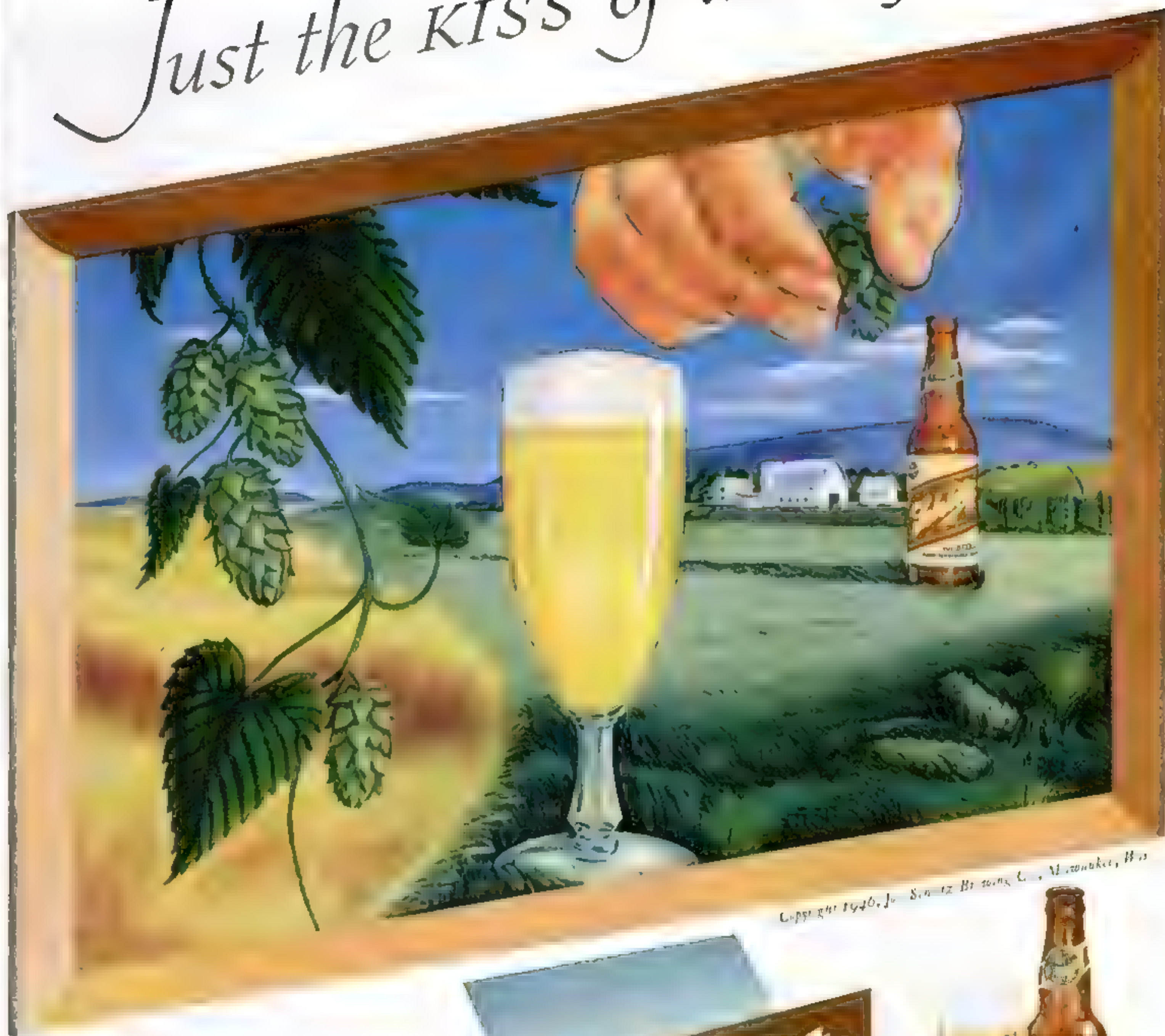
In February 1945, at Yalta, Mr. Roosevelt wanted from Stalin a pledge that Russia would enter the Pacific war. At that time the crack Kwantung army of 750,000 troops was believed by the U.S. chiefs of staff to be based at the Manchurian arsenal. With our own forces about to close with the Japanese on the home islands and, in conjunction with the Chinese, on the continent of Asia, the U.S. high command was anxious to have the Kwantung army engaged simultaneously by the Russians and thus be drawn away from our proposed battlegrounds. To win the Russians to this plan Mr. Roosevelt bid high. Did he bid too high? The bargain struck at Yalta was based upon intelligence which we know now was incomplete. The truth about the Kwantung army is that the best troops had been drawn off to reinforce the Philippines and Okinawa, leaving behind mostly green recruits. When the Russians did in fact invade Manchuria they found a paper army. How did we come to make such a bad guess? By reason of an agreement with Chiang Kai-shek, we did not have a single American agent in China. Information filtered down to us second- and third-hand. But in retrospect the most serious mistake of all was our failure to realize from the wealth of data available from Japanese sources that the enemy was so far gone in defeat because of American strength alone that there was no serious need to buy Russian help.

The consequences of Yalta will remain with us. To avoid such blunders in the future our only hope is the kind of intelligence service we built at so heavy a cost—and junked.



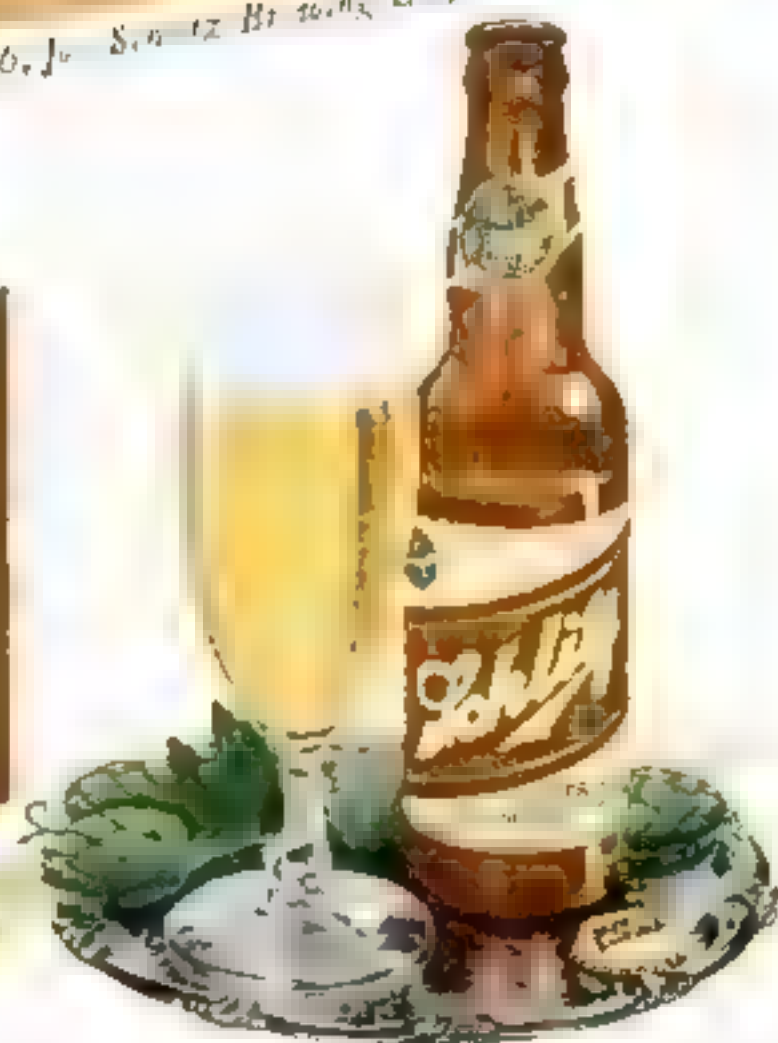
CAPITULATION IN ITALY was begun through OSS civilians, including Gero von S. Gaevernitz (*right, center*), who listens as Nazis receive surrender terms.

MELLOWED GOODNESS...
Just the KISS of the hops



Copyright 1940, The Schlitz Brewing Co., Milwaukee, Wis.

No harsh bitterness...



THE BEER THAT MADE MILWAUKEE FAMOUS

How to Master-Mind a Menu!



Come and get it!...Jellied beef bouillon, crackers, chili con carne, hot tamales, asparagus stalks garnished with pimiento, cherries for tarts, iced coffee...and they all come to you in cans!



PREPARATION before cooking is another important step. The machine shown here pits and halves peaches after they've been carefully inspected and cleaned. Then they're cooked right in the can. In fact, each steel-and-tin can is really a miniature "pressure cooker." Flavors, vitamins, minerals, are *sealed in* by the airtight, light-tight can.

♦ **TAKE CORN**, for instance. Every minute counts—between cornstalk and kettle—if you want *all* that full-grain flavor. Corn, like dozens of other fresh vegetables and fine fruits grown for canning, is rushed right from field to kitchen, prepared, popped into cans, and cooked—all in a few hours' time!



*No Other Container
Protects like the Can*



YOUR GROCER'S SHELVES are a treasure house of modern canned foods that you serve with pride. Everything you can think of—all so convenient to use, so economical to buy. And when you open a can you know it's never been opened before—because *this* container permits no tampering with its contents!

CAN MANUFACTURERS INSTITUTE, INC., NEW YORK



CAPTURED FINBACK WHALES FLOAT NEAR FACTORY SHIP, WILL BE HAULED ABOARD AS DECK IS CLEARED. TWENTY-FOOT KILLER WHALES ARE FEEDING ON THEM

ANTARCTIC WHALING

British ships hunt huge animals for edible oil

For the first time since 1941, British factory ships last winter went out in search of whales, whose oil, converted into margarine, would bolster England's critically small supply of edible fat. Accompanied by small, fast whale catchers, they steamed 7,000 miles to the ice-cluttered antarctic seas, whose surface teems with tiny, shrimplike creatures on which most whales feed. This year they have brought back 40,000 tons of badly needed oil. The pictures on these pages were taken by Jack Smith, a blubber cutter on the modern 20,000-ton whale factory, *Empire Victory*, which is equipped to stay at sea many months and to process every part of a whale's body.

Whales were hunted by steel-hulled, tuglike whale catchers about 100 feet long and built to turn quickly. This season they carried radar and echo-ranging gear with which to track their quarry and dodge icebergs. But the new gadgets were disappointing and the whalers depended on their sharp-eyed lookouts. Overtaken on the surface, whales usually spout water up for air a few minutes later. The harpooner's job is to guide his boat to where he thinks a whale will come up to breathe, then shoot his 120-pound harpoon into a vital spot. The boats haul their catch back to the factory ship where the blubber is stripped off, cut up and boiled until its oil is separated. Nothing is wasted. The flesh, useful as food for animals, is compressed and stored; the bones are chopped up and later made into fertilizer. On this voyage the *Empire Victory* harpooned 1,000 whales, turned out 15,000 tons of oil.



HARPOON GUN uses powder charge to propel harpoon. Delayed act on bomb in missile's head explodes deep inside the whale, inflating carcass and keeping it afloat.



Holder shown on collar is the COIL

For Appearance Sake

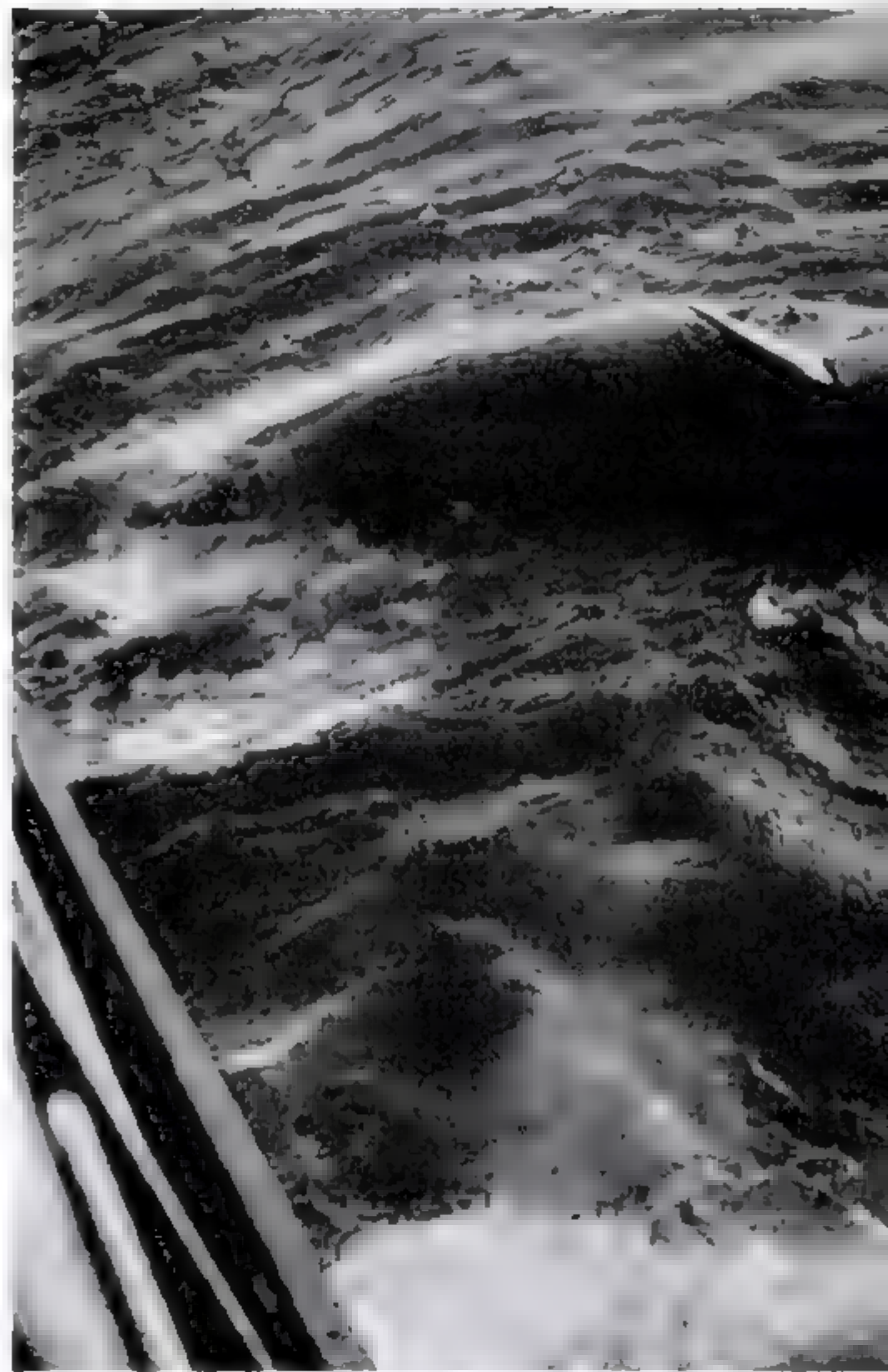
Every man is collar blind—to his own collar. Entrust yours to a SWANK collar holder and it will stay neatly in place all day long—just the way you set it in the morning. SWANK collar holders, from \$1 up, give you a wide choice of styles—for every type of collar.



SWANK—Reg. U. S. Pat. Off., Swank, Inc., Attleboro, Mass.

Swank brand sets up to \$200

Antarctic Whaling CONTINUED



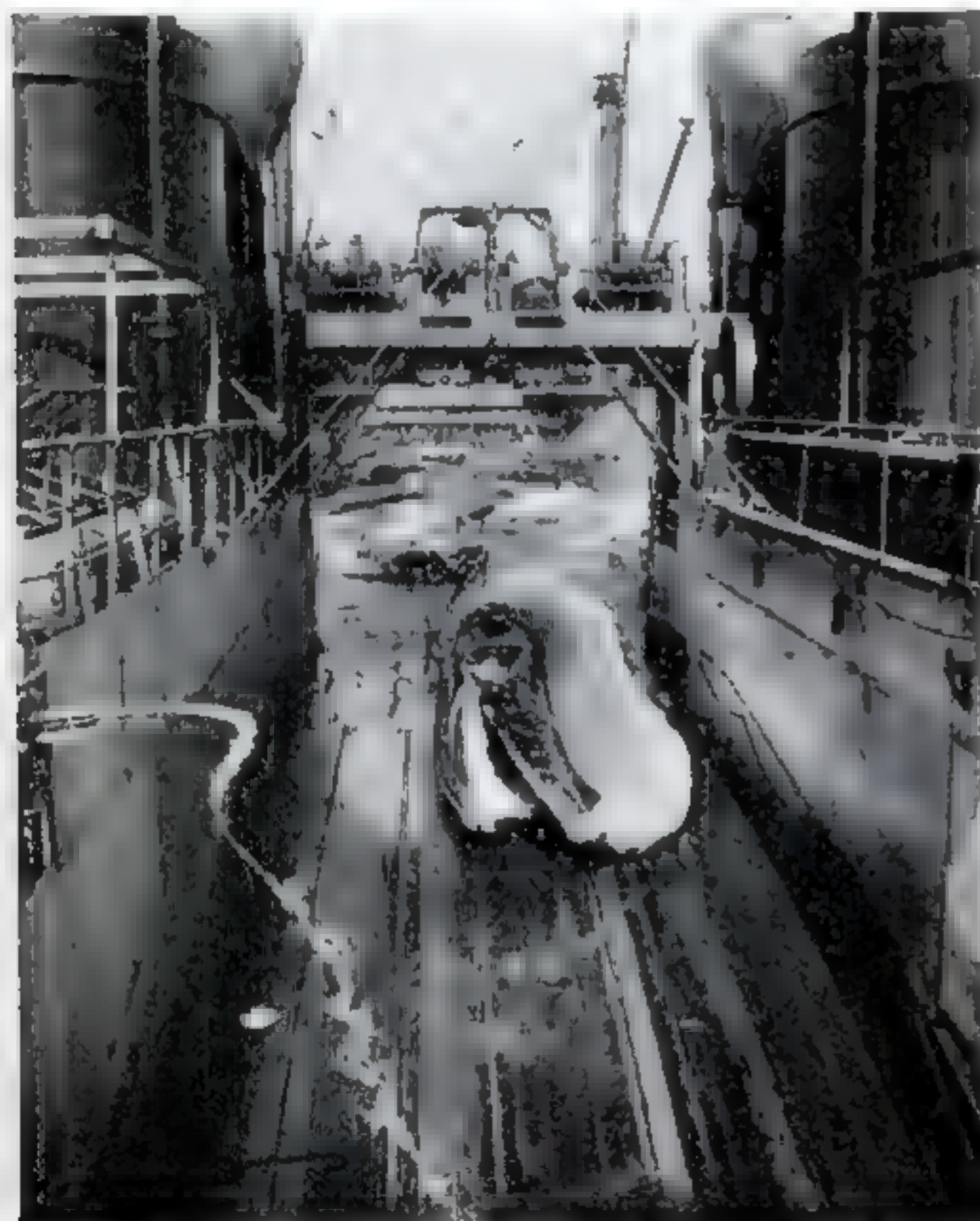
DEAD SPERM WHALE ALONGSIDE FACTORY SHIP ROLLS IN ROUGH SEA



WHALE CATCHER returns to factory ship with carcass rigged to serve as a fender between the vessels. Catwalk from bridge to bow is used by gunner.



IT HAS BOXLIKE HEAD, NARROW LOWER JAW SET WITH HEAVY TEETH



ON FACTORY SHIP whale, hauled up ramp in stern, waits while dissected remains of others are cleared away. This ship can process one whale an hour.

CONTINUED ON NEXT PAGE

The best brushes have DU PONT NYLON BRISTLES



CAROLE LANDIS

Co-starring in

"A Scandal in Paris"

an Arnold Pressburger production
released through United Artists

It's their crisp, clean freshness . . .

. . . that makes nylon bristles so pleasant to use. Day after day they keep their resilient spring, for they shed water fast, and they're built to stand hard brushing for a long, long time. It's no wonder you find them first choice with people who value their smiles. (There are nylon bristles also in hairbrushes, in paintbrushes, in household and industrial brushes.) Look for the name *nylon* on brush or package. At your dealer's. E. I. du Pont de Nemours & Co. (Inc.), Plastics Dept., Room 620, Arlington, N. J.

Product of **DU PONT** Plastics

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

IT'S A GREAT RULE—
Is it yours?



"Nourish *EVERY INCH* of your dog . . . with GAINES"

● To nourish every inch of your dog, a food must supply so much . . . so many things that meat alone can't supply. In GAINES there's every type of nourishment that dogs are known to need. So make GAINES the main part of every feeding.

And happily, you will find GAINES more economical to feed than any other type of dog food. GAINES is a Meal dogs love. A stand-by of veterinarians for over 17 years. Largest-selling dog food in America!

All this Nourishment in **EVERY POUND OF GAINES!**

As much body and strength-building proteins as in 1½ lbs. beef



For strong bones and teeth—the minerals that would be provided by 1¼ lbs. cheese



As much energy-making carbohydrates as in 2 qts. cooked oatmeal



For red-blooded vitality—as much iron as in ¾ lb. beef liver



For sleek appearance and glossy coat—the fats that would be provided by 1 oz. butter.



ALL THE VITAMINS and MINERALS dogs are known to need . . . in more than required quantities.

For variety, try Gaines Krunchon, which is Gaines Meal compressed into crunchy pellets.



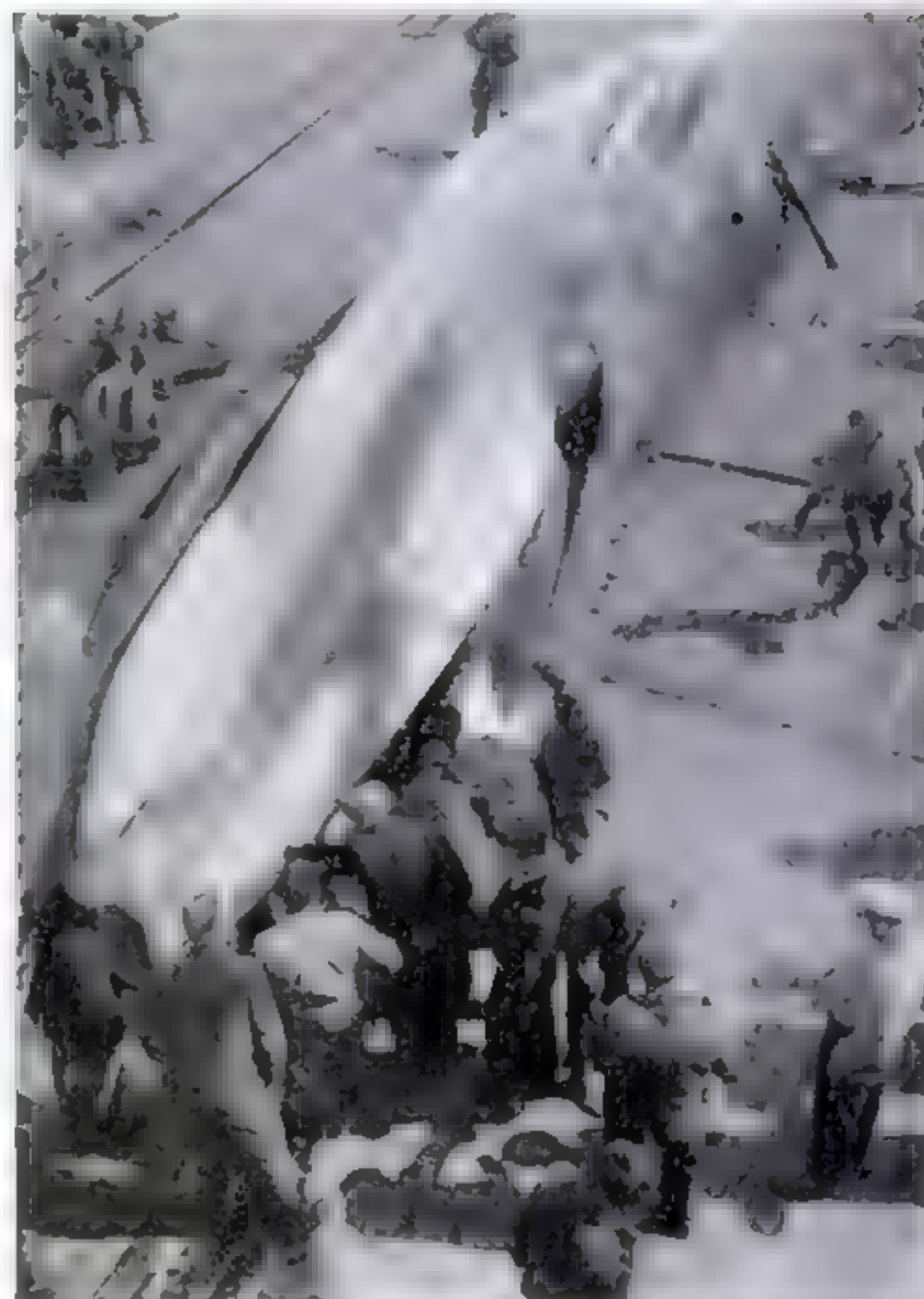
GAINES

Complete Meal

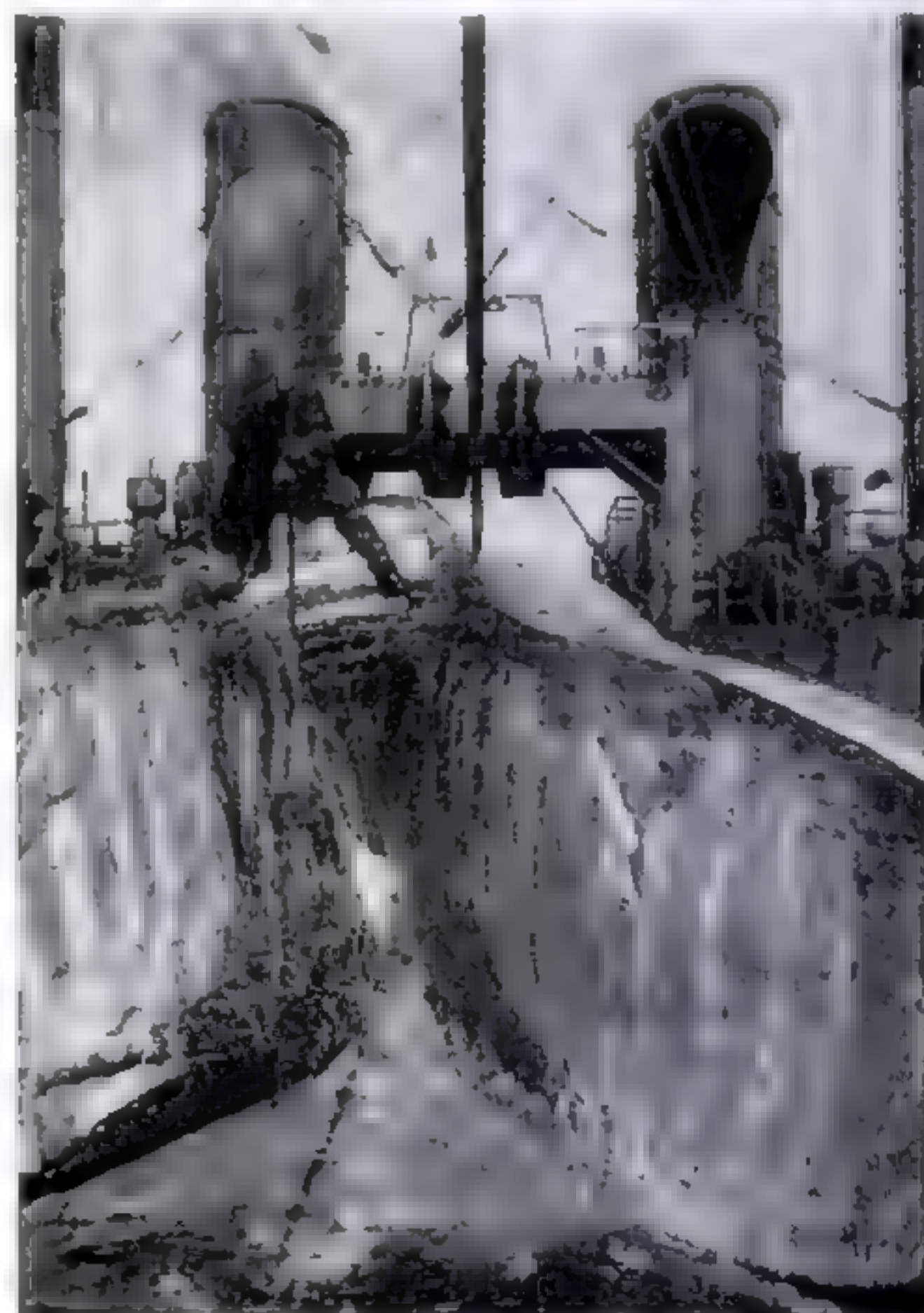
"Nourishes Every Inch of Your Dog"

Copyright, 1948 by Gaines Food Co., Inc., Shreveport, La., U.S.A.

Antarctic Whaling CONTINUED



BLUE WHALE just hauled aboard factory ship is examined by crew. These whales are sometimes more than 90 feet long, may weigh more than 200 tons.



HEAD OF SPERM WHALE is split, releasing sperm oil from "case" in the animal's huge nose. Superior to ordinary blubber oil, it is stored separately.



MAY THIS SMILING HOUR LENGTHEN

TO A LIFETIME FULL OF LAUGHTER=

AUNT MARTHA.



"The sweetest greeting we got!
Leave it to Aunt Martha to add a
special touch by sending a telegram.
And imagine—delivered
as we came out of church."

YES, A TELEGRAM is always a thoughtful, appreciated greeting for weddings, anniversaries, holidays . . . for any occasion when you want to send someone your "best."

You can write your own telegram . . . or take your pick from almost 100 suggested greetings in a

helpful folder that's yours for the asking at your neighborhood Western Union office.

In business, too, a telegram is always something "special." Businessmen have always known it says, "I'm important, open me first."

Telegrams cost you so little—take only a few minutes of your time, and they're so easy to send. Just go to your near-by Western Union office or call Western Union and have your telegram charged to your phone. Use Western Union for every "keep-in-touch" purpose.



Look what's coming! To speed your telegrams even faster, new radio towers are replacing poles and wires, can send and receive 2048 telegrams simultaneously on a single Radio Beam! Another dramatic milestone in the never-ending advance of telegraph service.

"Isn't there someone who would like to hear from you today?"



**WESTERN UNION
TELEGRAM**

BA 145 12=

MR & MRS DAVID COOPER=
52 WINDSOR RD BISMARCK NDAK=

I'm out of the washday picture

MY BENDIX DOES THE WORK!



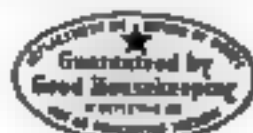
SET THE DIAL...PUT IN SOAP...THEN GO AWAY your Bendix does the rest... all by itself!

What?—No work to washing? That's right—and no waiting, no watching, either—when you own a Bendix. You can market, or sew, or visit—while Bendix washes your clothes so clean—with its special Tumble-Action, the gentlest there is.

Even water temperatures are automatically controlled for different fabrics. And Bendix changes its own water—for three wonderful rinses that make your clothes sweeter, fresher. Then Bendix spins clothes damp dry—cleans itself—drains itself—shuts itself off. Your hands need never touch water. There's no clean-up work to do. No steamy air—no soapy, washday odors.

Women who've seen Bendix perform so faithfully—for nine whole years—will certainly tell you Bendix is your best buy. You'll say so, too—when your dealer shows you what washday freedom really is—with a Bendix! Bendix Home Appliances, Inc., South Bend, Indiana.

© Bendix Home Appliances, Inc.



BENDIX automatic Home Laundry



TUMBLE-ACTION washing saves wear on clothes. Clothes are gently tumbled in rich, cleansing suds. No agitator—no twisting to wear and weaken fabrics.



TRIPLE RINSING for cleaner, sweeter clothes. Yes, three changes of water to rinse away soil-laden soap! No wonder linens look whiter, colors brighter!

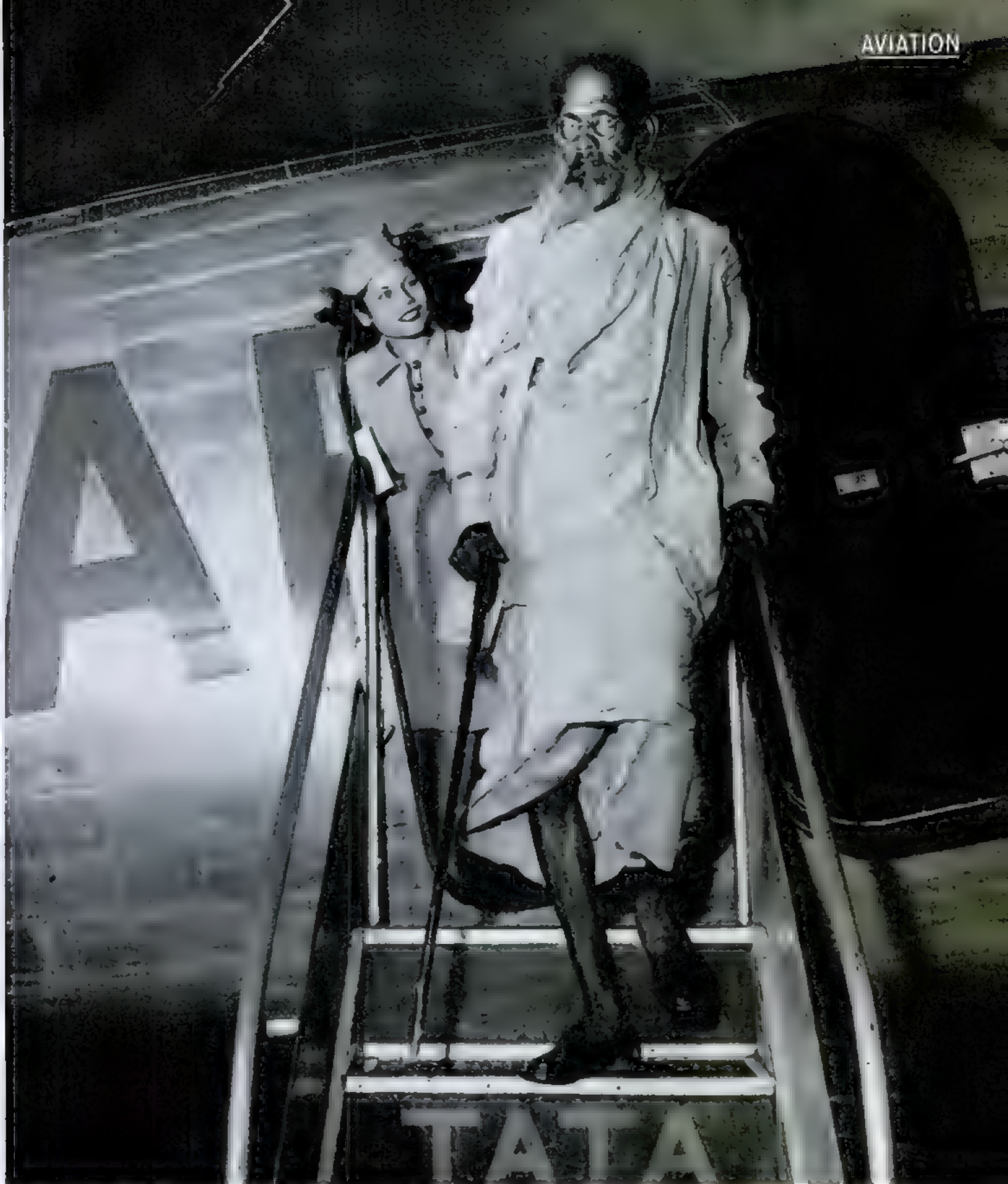
FOUR FAMOUS BENDIX BENEFITS NO OTHER WASHER GIVES YOU



WATER-SAVER CYLINDER — saves gallons of your precious hot water, with every washing. This Water-Saver Cylinder gives you richer suds—with less soap.



BASKET LEVEL PORTHOLE ends clothes hoisting. No "over the top" lifting to strain your back. Clothes are easily tumbled out—right into the basket.



AVENELL DIVERS, 23-YEAR-OLD HOSTESS ON AN AIR-INDIA PLANE, SMILES FAREWELL AS AN ELDERLY SUNNYASI (ASCETIC MISSIONARY) DESCENDS AT DELHI

INDIAN HOSTESSES

Pretty Anglo-Indian girls serve their country's leading airline

The dusky girl with the engaging smile (above) is one of 21 native girls who, as hostesses on Air-India's planes, are setting a milestone in the slow emancipation of women in India. Until this year neither Air-India, whose DC-3 passenger planes fly over 3,000 miles of routes, nor India's other native airline, employed hostesses. Nor had women in India done such work before. Full-blooded Indian women refused to serve, so Air-India hired An-

glo-Indian girls, born of British-Indian marriages.

To train their hostesses Air-India, which is run by the Tata enterprises, India's largest native industrial empire, hired an American hostess from TWA. The girls receive \$106.23 a month and their uniforms free. Because of their mixed color, Anglo-Indians are severely stigmatized in race-conscious India. But as hostesses they now have a brighter future than most Anglo-Indian women can expect.

I've carried my **ALLIGATOR**
Galecloth to the 4 Corners
of the world...



When the wind blows a gale
or the rain turns to hail

ALLIGATOR GALECLOTH

Get top value and top
protection—far beyond
its moderate price—in
Galecloth, an exclusive
Alligator creation.

If the wind blows a
chilling gale, the tightly
woven Galecloth resists
it! If it rains, sleet or
snows—this exclusive,
water repellent fabric
repels it! If it turns
suddenly warm, the
extreme light
weight is a
welcome feature!

Whatever Your Type . . . There's An Alligator For You!

Your choice of famous Alligator Raincoats—in smart, dependable,
waterproof or water repellent fabrics at leading dealers everywhere.
See them now! The Alligator Company, St. Louis, New York, Los Angeles.

ALLIGATOR
Rainwear

because . . . IT'S SURE TO RAIN!

Indian Hostesses CONTINUED



JUNE ARGENT, 20, served in Women's Auxiliary Corps (India) during the war. The hostess uniform she wears was designed by American TWA hostesses.



PEGGY HENDERSON, 21, used to be a model, was in Indian navy during war. Most hostesses live in Bombay, jitterbug for recreation between flights.



MONICA FERNANDEZ, 22, was a teacher. Native airlines have expanded by taking over several airfields built by U.S. Air Forces in India during war.

CONTINUED ON PAGE 133



"Push-button" Flying— Army Air Force Style

At the U. S. Army's All-Weather Flying Base, Wilmington, Ohio, two Army airmen climb into a big 4-engine plane. The pilot flicks a series of "flight planning" switches, then presses a button. After that he leans back and relaxes. His work is done.

Automatically the plane takes off . . . wheels retract themselves . . . wing flaps are raised . . . at the right altitude the ship banks into a turn . . . heads for Newark Army Airport, 650 miles away.

At the end of straight flight the automatic pilot guides the descent. Changing air pressure lowers flaps and wheels. The touch of the landing-strip applies the brakes and the plane rolls to a stop.

An impossible dream? No. The "Automatic Flight Controller," developed by the Army Air

Forces, will enable any airplane equipped with it to fly a given course in any weather!

It's just one of the myriad Air Forces achievements that are advancing aviation with breathtaking speed . . . such achievements as radio-controlled pilotless aircraft . . . the coast-to-coast record of 2470 miles in 4 hours, 13½ minutes, set by a jet-propelled P-80 . . . the world's non-stop distance record of a B-29, 8198 miles from Guam to Washington . . . radar forecast of the movement of storms . . . the XS-1, first airplane in the supersonic speed range, propelled by rocket engines . . . a huge new bomber with twice the size, load, range and performance of the B-29!

Thrilling things are happening all through our peacetime Regular Army. The young American

who joins the Army today has the proud privilege of sharing in the world's foremost program of scientific research. Allied with civilian and industrial technicians, Army men are pushing forward new developments that will be of incalculable benefit to mankind.

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BENJAMIN FRANKLIN'S TRIUMPHAL ARRIVAL AT PHILADELPHIA FROM EUROPE, SEPTEMBER 14, 1786*

A HERITAGE TO REMEMBER

"We landed at Market Street wharf, where we were received by a crowd of people with huzzas, and accompanied by acclamations quite to my door..."

—ENTRY IN FRANKLIN'S JOURNAL SEPTEMBER 14, 1786

Nurtured by the congenial atmosphere of Colonial

Philadelphia, great personalities flowered. They created proud traditions, such as that famed heritage of hospitality, sustained today by Philadelphia Blend, "The Heritage Whisky." Here is a whisky of noble character, mild, and of winning flavor. You might justly reserve such whisky for special occasions, yet you can afford to enjoy Philadelphia, regularly and often.



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"Philadelphia"—The Heritage Whisky—Famous Since 1804



HOSTESS MONICA GILBERT, 21-year-old Anglo-Indian, shows flight report to a Sikh passenger. The Hindu (right) with caste marks is a landowner.



SHE OFFERS SPICES to a Brahmin. Besides usual chewing gum, three kinds of spices are served to passengers by the hostesses on Air-India planes.



AT END OF FLIGHT assistant pilot, a Sikh who flew in R.I.A.F. during war, signs log. Collecting passengers' autographs is one of Monica's hobbies.



WALK-OVER "Mudhounds"

• No weather too tough for Walk-Over Mudhounds—real he-man shoes that come through storms none the worse for wear. Even after repeated soakings, their fine leathers dry out soft, supple and easy to shine. Oiled soles for longer life.



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SHORTY ENTERTAINS IN DRINKING ROOM BUILT AROUND REAL TREE

Life Goes to Shorty's Nightclub in Berlin

A grinning dwarf packs the Oasis with a versatile performance as a singer, acrobat, barman and chef

The new darling of Berlin nightclubs is a 3-ft. 8-in. dwarf named Shorty. The Germans, who always love grotesques, took Shorty to their bosom as soon as he opened as star of the Oasis, a made-over barn on the outskirts of the American zone. A grinning, irrepressible entertainer, Shorty is probably one of the world's most versatile dwarfs because, when occasion demands, he functions as a roomer, orchestra leader, musician, acrobat, waiter, bartender, clown, bottle washer or gigolo. This amazing one-man performance made him a favorite with GIs until a recent ban on Americans' patronizing German nightclubs, but before they left the GIs named him Shorty and taught him the glad-hand technique.

Born in Hamburg of normal-size parents, Shorty studied to be a draftsman. When he found that he was too short to see over drafting tables, he turned to the circus, where he made his first hit playing the part of a monkey in a circus version of *Tarzan*. As a comic acrobat Shorty toured England and the U.S. During the war he played Berlin music halls. In the last phases Shorty's air-raid shelter was a washtub where, he swears, he lived for a whole month.

Berlin night life, though far duller than the decadent extravagance of the 1920s, has perked up in the past year. About two dozen spots have opened, half in the Russian zone. Because GIs are barred from most of these, the U.S. Army sponsors 23 clubs for Allied soldiers and their frauleins. All the best German entertainment has been hired by the Americans, so most German night spots offer only second-rate shows, about-table liquor and fantastically high prices.



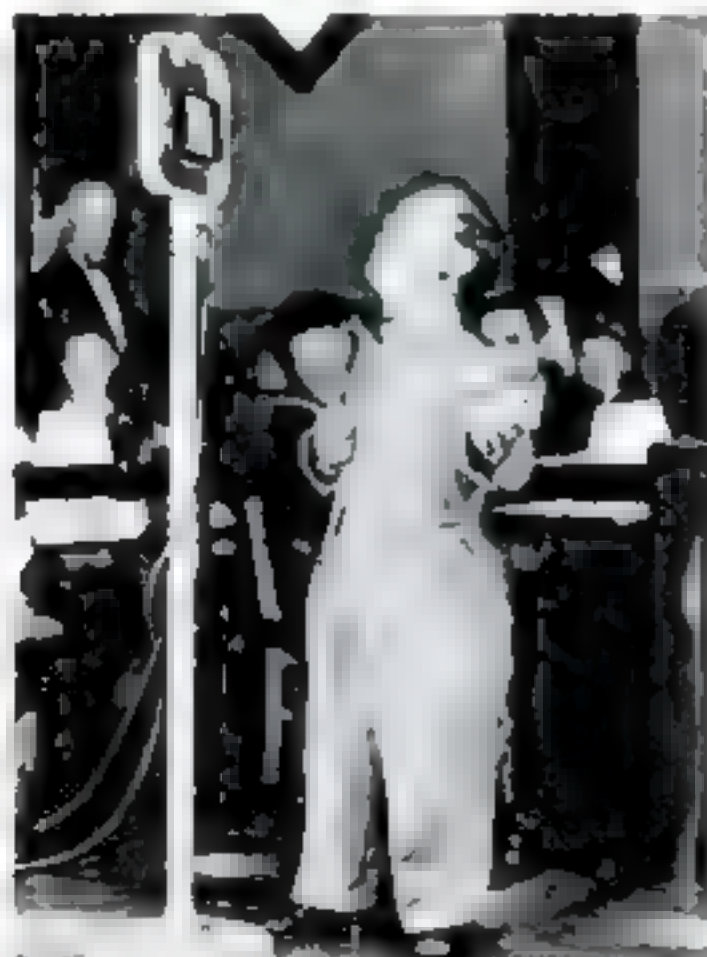
WEARING BELLS on ankles and wrists Shorty dances through musical clown art.



PLAYING BASS VIOL, Shorty strains arms to pluck the big instrument's strings.



WITH CLARINET he makes rounds. As a musician Shorty is a proficient amateur.



AS CROONER Shorty can not reach the mike. At right he balances full-size girls.



Is the word

PALOMINO

in your vocabulary?

PALOMINO is the name of a precious variety of grapes. For generations, the most wanted Sherries have been made from this variety. And you will be richly rewarded if, the next time you buy Sherry, you ask particularly for Cresta Blanca PALOMINO Sherry. It is lighter bodied, has a delicious nutty flavor and is delicately dry. Serve it well chilled. You'll be very proud of it.

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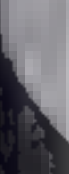
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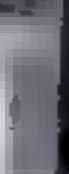
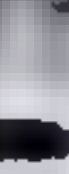
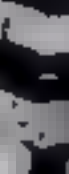
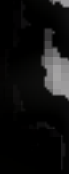
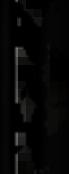
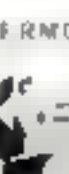
TABLE WINES



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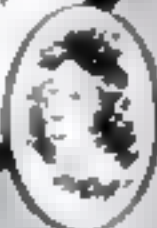
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Shorty's Nightclub CONTINUED



SHORTY BEATS OUT OWN VERSION OF BOOGIE-WOOGIE ON SMALL PIANO



TINY BAR was built in to accommodate Shorty, who mixes Schnapps (German brandy) in half-dozen different ways, all of which taste like Schnapps.



SO MANY GIRLS FLOCK TO THE CLUB HIRED HOSTESSES ARE NOT NEEDED



AS A COOK Shorty is limited by food shortages, but the Oasis serves fairly good potato soup and grows its own vegetables. Shorty also works in garden.

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MOST OFTEN SUGGESTED CURE instructs Lena to encase her head in a sack. Remove the bag from time to time, added a thoughtful adviser.



DRINKING WATER in unusual ways, such as with ice pick (above) or butcher knife in the glass, is another big favorite.



LEAD PENCIL is thrust down her throat in accord with Midway kee advice. Lena almost choked.

HOW NOT TO CURE HICCUPS

A Chicago hic victim is inundated by a flood of remedies, all well-meant and quite useless

On Aug. 18 Lena Sarno, 37-year-old unmarried daughter of a Chicago tavern keeper, unexpectedly uttered a small, ladylike sound, put hand to mouth. "Excuse me," said Lena. Then she did it again. And again. Thereafter Lena did not bother to say "excuse me." She and her father, mother and brothers realized she once more had the hiccups.

She had had them for three months in 1934, for four days last January. But now a loyal customer of Papa Sarno's tavern telephoned the Chicago *Herald-American*, so this time Lena had the hiccups in the presence of reporters, photographers and on a radio broadcast. She also began getting phone calls and fan mail containing hiccup cures.

An old lady telephoned Lena to advise, "Drink some ginger ale. But it has to be Canada Dry ginger ale and not out of the large bottle. Not out of the small bottle, either. It should come out of the in-between bottle." "Eat a big hunk of Limburger cheese," advised another well-wisher. "Raw sauerkraut," counseled a Milwaukeean. "Soup made from a black hen," prescribed a Chicagoan. "Milk from a nursing mother," said another. An Albion, N. Y. nature lover sent Lena some roots. "Swallow them if you like," said he generously.

Some letters hinted at macabre adventures of the human spirit. A ship captain, who telephoned Lena to take castor oil, revealed that both he and his entire crew once came down with hiccups. A Columbus, Ohio resident fondly recalled packing his 80-year-old father in ice from neck to waist to conquer the malady.

Some cures were primarily psychological. "You have told a story or a lie. Think all day long of the story or lie you told," advised one close reasoner, adding rather irrelevantly, "Don't eat any green beans." A mail carrier from Hammond, Ind. recommended shock therapy: "... Dive into the lake and gulp enough water to come up gasping. A sure cure," he went on, "though I've never tried this." An old lady lay in wait outside the Sarno restaurant to force her cure on Lena. "Sniff like a dog and blow it out your mouth," she screamed. Lena fled.

Most impressive of all, however, was the man who came from Blue Earth, Minn. just to cure Lena. He put two fingers on the back of her neck, squeezed and pressed her forehead. "Now you'll be all right," said he confidently. Lena hiccuped. The Samaritan looked puzzled. He carefully pressed neck and forehead again, looked hopeful. Lena hiccuped. The man from Blue Earth studied his worn hands. "For the first time in 35 years," said he and tears began coursing down his cheeks, "I have failed." Lena felt terrible. Before she could think of something tactful to say she hiccuped. Last week she was still hiccuping.



EATING SAND, as recommended, fails "Hiccup Lady, Chicago," as some of letters were addressed.



HOLDING FINGERS as close together as possible until the hiccups end was presently abandoned by a weary Lena.

CONTINUED ON NEXT PAGE



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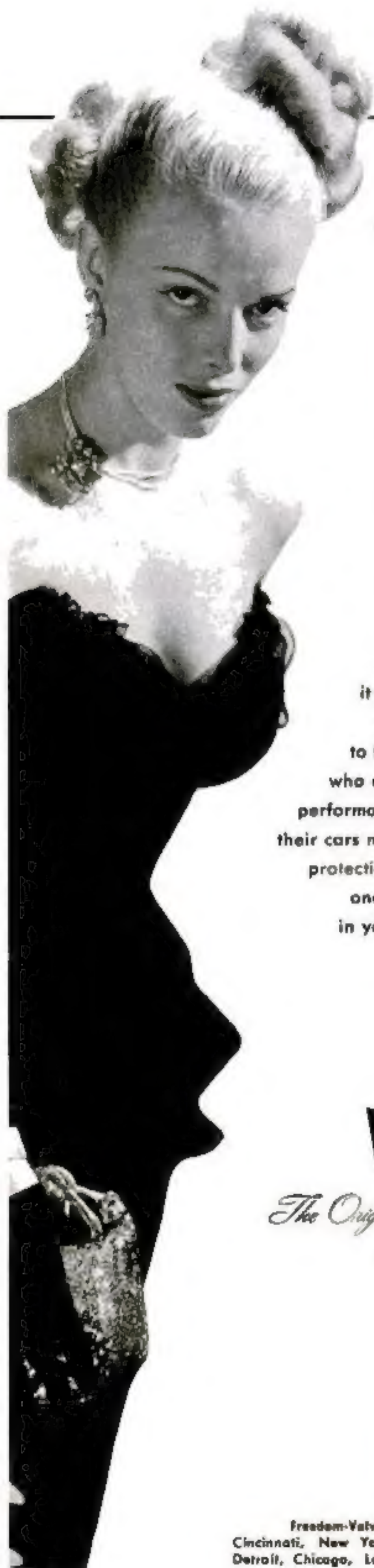


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Hiccups CONTINUED



SECOND MOST POPULAR CURE is to block the nose and ears simultaneously while someone—here her brother—helps her sip water from a glass.



BASEBALL EXECUTIVE'S CURE, sent by the American League promotion director, is hooking little fingers and pulling hard while others do it too.



LENA'S BROTHER UGO, who weighs 210 pounds, sits on her tummy as per instructions of a Chicagoan. Other suggestions: eat poached eggs, celery.



BROTHER OSCAR tries scaring her, just makes her hic faster. Hiccups are caused by irritation of the phrenic nerve, can be cured by severing the nerve.

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Raoul and Eva Reyes, foremost exponents of Latin American Dances.

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Rum Carioca Old-Fashioned

In this order take—
Lump of sugar. 3 or 4 dashes of Bitters. Splash of Soda and muddle. Add 2 ice cubes, twist of lemon peel and fruit. Pour in 1½ ozs. of Rum Carioca—Gold Label. Stir well. Serve with muddler.

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